

Historic, archived document

Do not assume content reflects current scientific knowledge, policies, or practices.



Richard Dienet

PLANT, SEED AND BULB

Grocer

OXNARD, CALIFORNIA

Specializing in

PETUNIAS • GERBERA HYBRIDS • DELPHINIUM

GLADIOLUS • AMARYLLIS • DAHLIAS

I herewith present my new catalog for the season of 1936. With this issue I have again added a considerable number of new items which I feel should meet with the approval of my many friends and flower lovers the world over.

Unsolicited testimonials in large numbers bear evidence that everyone has been unusually successful with my stock. To give a more comprehensive description of a few of the more popular Petunia offerings, they have been illustrated in full color on the center pages of this catalog. Some of nature's shades of color are almost impossible to imitate, but you will find that these full-color reproductions are exceptionally close matches to the actual flowers.

It has been necessary for me to use larger acreage in order to take care of the demand for larger quantities in the more popular numbers. At Oxnard, California, where I am located, the ideal soil and climate is probably the finest for the propagation of seeds and bulbs.

Oxnard is situated midway between Los Angeles and Santa Barbara, in Ventura County, on the main line of the Southern Pacific Railroad and on the Roosevelt Coast Highway. It is a city of 6500 people and has a temperate climate averaging 70 degrees the year 'round.

To everyone interested, I extend a cordial invitation to visit my nursery and see some of my extensive experimental beds in full bloom.

Your past patronage has been appreciated, and I can assure you that any selections you may make from this catalog will assist materially in making your garden an outstanding one for beauty and admiration.

An order sheet and addressed reply envelope are inclosed for your convenience. Place your orders early so that you may not be disappointed in getting your selections.



the best
permanent
red-free-on

Richard Dierer

INDEX

SEEDS	Page
Acroclinium	34
Amaryllis	2
Asters	30, 31
Bean (Aztec)	32
Calendula	36
Cineraria	34
Columbine	32
Coreopsis	37
Cucumber	37
Dahlia	7, 8
Daisy	24, 28
Delphinium	27
Dianthus	36
Eschscholtzia	35
Freesia	29
Forget-me-nots (Chinese)	30
Gaillardia	8
Geranium	29
Gladiolus	6
Hunnemannia	36
Larkspur	32
Leptosyne Maritima (Sea Dahlia)	26
Lily	8, 18
Marigold	34, 35
Nasturtium	26

SEEDS (Continued)	Page
Pansy	29
Petunia	10-17
Poppy	26
Scabiosa	26
Schizanthus	35
Snapdragon	32
Statice Sinuata (Everlasting Flower)	8
Sweet Pea	25, 26
Thalictrum Dipterocarpum	26
Tomato	38
Trachelium Coeruleum	8
Tritoma	26
Venidium Fastuosum	35
Watsonia	18
Zinnia	33

BULBS, PLANTS, BOOKS

Amaryllis	2
Gladiolus	5, 6
Lily	8, 18
Pelargonium	3, 4
Books	39-41

INSECTICIDE

Vaporite	37
----------	----

CONDITIONS AND TERMS OF SALE

Foreign Customers—Remit by Postal Money Orders from foreign countries. Personal checks not accepted.

Canadian Customers—In accordance with the ruling governing the importation of Nursery Stock from the United States into Canada, it will be necessary to obtain a permit from the Secretary of the Destructive Insect and Pest Act Advisory Board, Department of Agriculture, Ottawa, and file same with the Collector of Customs before shipment can be cleared. Seeds are exempt from this ruling, and may be shipped into Canada without a permit. Gladiolus bulbs come under the classification of Nursery Stock.

This ruling must be complied with in order to make delivery and we ask you, in the event of an order, to secure this permit, advising us of the number of same, that we may mark it on the outside wrapper.

Prices: The prices quoted herein are our very lowest current prices. They cancel all previous quotations made either by letter or advertisements.

Guarantee: I exercise every care to ship only first-class stock but give no warranty, expressed or implied, and will not be in any way responsible for the results of planting or forcing of any seeds, bulbs, roots or tubers sent out by me.

To satisfy my customers in every way has been my first aim. Bulbs found not true to name should be retained by the customer and I shall replace number that are untrue, free of charge. No planting stock or bulblets will be included in this case.

If you have any complaints to make about any stock received from me, please do not hesitate to do so and I shall correct any error. I do not consider our transaction complete until you are absolutely satisfied.

NOTICE: Please keep this catalogue and read it over carefully. It contains answers to most of the questions usually asked me by customers. In the future when such questions are asked we shall refer customers to our catalogue. These inquiries usually come in during the busy season and it is almost impossible to answer them all.

Our nursery is positively closed on Sundays and Holidays.

AMARYLLIS

For many years I have paid great attention to the improvement of this giant type of Amaryllis.

From all reports and remarks during the last two or three years from people well posted on Amaryllis, I have been assured that mine are the highest bred types in existence. They are the best growing, easy growing and flower several times during the year, a habit which only my types show. The average size of the flowers is around a foot in diameter, but we have some which measure sixteen inches across.

These Amaryllis are easy to grow, and the main point to watch in their culture is to never water them while they are wet. Always wait until the top soil in the pots commences to get dry. Then water thoroughly and wait again until the top soil gets dry. It might take a day or it might take a week. In this way you will always have healthy roots and leaves. The bulbs should not be under the ground. Only the roots must be under the ground and the bulbs above the ground. My Amaryllis varieties should not be rested but always kept growing, as flower spikes might appear any time. The best soil for Amaryllis of larger size is sandy leaf mould and perhaps one-third old, rotten manure and a good amount of Vigoro fertilizer mixed into the soil. Never place an Amaryllis in a pot larger than six or seven inches. It would be better to use a smaller pot rather than a larger one.

DIENER'S EVERFLOWERING MAMMOTH HYBRID AMARYLLIS

Flowering size bulbs, each **25c** Dozen **\$2.50**
(All different)

Fancier varieties of flowering size bulbs, **\$1.00** up to **\$20.00** (each) according to quality of variety. Send us how much you wish to pay and we will send bulbs at such value. Also state colors you prefer.

SEEDS: 20 seeds **50c** 100 seeds **\$1.50**
1000 seeds **\$12.50**

DIENER'S AMARYLLIS EQUESTRIS HYBRIDS

These are in the second and third generation of crosses from Amaryllis Equestris and my Giant Hybrids. They are still easier grown and more free-blooming than the previous mentioned type. They have some beautiful colors of salmon, orange and copper. The size is nearly as large as the Giant Hybrids.

Flowering size bulbs, each **25c** Dozen **\$2.50**
(All different)

Fancier varieties of flowering size bulbs, **\$1.00** up to **\$20.00** (each), according to quality of variety. Send us how much you wish to pay and we will send bulbs at such value. Also state colors you prefer.

SEEDS: 20 seeds **50c** 100 seeds **\$1.50**
1000 seeds **\$12.50**

Directions for Sowing: Amaryllis seeds should be sown in boxes or seed pans (in greenhouse or hot bed) containing finely sifted sandy leaf mould to a thickness of three inches. Smooth out surface of soil evenly and sprinkle thoroughly. Spread seeds closely together (so close that they touch one another) and cover with the same soil just sufficient to hold down. Keep moist but not too wet. If air is too dry cover with glass. In case of very hot sun, cover the glass with a sheet of paper in order to prevent the heat from burning the young plants. Plants will come up in about three weeks and should remain in the same box for two or three months. Replant in three-inch pot or in boxes about two inches apart. Seedlings, when given the proper care, will commence to flower fifteen months after sowing. Seeds may be sown at any time of the year in a greenhouse.

Directions for Planting: Cultivation is simple. Soil suitable for a geranium or fuchsia is right for them. They must have shade, when under glass. When bulbs are larger, it is necessary in planting that just the roots be placed in the ground, the whole bulbs must be above the ground. They should be watered only when the top soil is dry. Amaryllis should be kept under continual cultivation all the year, never rested or kept dry. Soil should be changed once a year. The nearer they are kept to 70 degrees at night the more they will flower. Bulbs will be sent by American Express, charges collect.

Langley Prairie, B. C., Canada, November 6, 1934.
Mr. Richard Diener, Oxnard, Calif.

Dear Sir: The Shasta Daisies grown here were beyond words and certainly were a joy to everyone who saw them in bloom at the Mayfield Gardens. The single ones were just as fine as the doubles.

Yours very truly,
A. BAYNE.



AMARYLLIS

Diener's Everflowering Mammoth Hybrid

Chicago, Illinois, January 27, 1934.

Mr. Richard Diener, Oxnard, Calif.

Dear Sir: The Amaryllis seeds which I got from you in 1930 at \$2 per 100 have bloomed twice and range in color from almost white to dark red. With new seedlings and offshoots I have about 1000 plants and am very proud of them.

Yours truly, TERESA PATTERSON.

* * *

Foley, Alabama, December 4, 1934.

Mr. Richard Diener, Oxnard, Calif.

Dear Sir: I purchased $\frac{1}{4}$ -oz. of Gerbera seeds from you and every seed made a plant. Several nurserymen and florists cannot get over the wonderful color of your Gerbera plants.

Yours truly,

HOME DECORATIVE NURSERIES.

PELARGONIUMS

(Lady Washingtons)

Diener's Newest Everflowering Hybrids

These new Pelargoniums, all my own creations, are second and third generation crosses from Eastergreeting. The flowers are over twice larger than the Easter-greeting type and flower the whole year around, which makes them all the more valuable. The plants are of semi-dwarf growth and in flowering resemble Azaleas. For those who grow pot plants or for bedding these are very valuable and easy sellers in any size, as they flower from cuttings and keep on flowering continually.

Through the introduction of these new varieties Pelargoniums will take on a new popularity, as the colors and size are so unusual and appealing.

No. 1. SANTA MONICA.—La France pink with large, deep red spots in the center of two upper petals. Surrounded by rose pink. Single flowers are three inches in diameter. A beauty.

Young rooted plants	25c each
Unrooted cuttings	4 for 25c

No. 2. DIENER'S GIANT.—Spinel pink. Two upper petals have large, blood red spots in center. Surrounded by rose pink. Single flowers four inches in diameter. A silver dollar will not cover a single flower petal. Unquestionably the largest Pelargonium in existence.

Young rooted plants	25c each
Unrooted cuttings	4 for 25c
Unrooted cuttings	\$5.00 per 100

No. 3. RUTH W. McAFEE.—Begonia rose with salmon sheen. Deep red spots in center of two upper petals. Three inches in diameter. One of the most beautiful Pelargoniums.

Young rooted plants	25c each
Unrooted cuttings	4 for 25c
Unrooted cuttings	\$5.00 per 100

No. 4. BEVERLY HILLS. — Amaranth pink or orchid color. Two upper petals have blood red spots. Three inches in diameter. Flowers have fringed edges. A very outstanding variety.

Young rooted plants	25c each
Unrooted cuttings	4 for 25c

No. 5. MRS. MARY BARD.—Snow white with a few mallow purple stripes in center of flower. Two and one-half inches in diameter.

Young rooted plants	25c each
Unrooted cuttings	4 for 25c

No. 6. GIANT VENUS.—Bright rose pink with a maroon spot in the center of all five petals. Plants of dwarf habit. Flowers $3\frac{1}{2}$ inches in diameter. A very beautiful variety.

Young rooted plants	25c each
Unrooted cuttings	4 for 25c
Unrooted cuttings	\$5.00 per 100

No. 7. GLENDALE.—Tyrian rose with blood red spots in center of all five petals. Flowers $3\frac{1}{2}$ inches in diameter. An outstanding variety.

Young rooted plants	25c each
Unrooted cuttings	4 for 25c

NEW PELARGONIUMS



No. 6. GIANT VENUS

No. 8. GOLETA.—Deep rose color with maroon spots in two upper petals which are surrounded by strawberry pink. Three inches in diameter.

Young rooted plants 25c each
Unrooted cuttings 4 for 25c

No. 9. PIRU.—Rose color with center of two upper petals deep blood red surrounded by strawberry pink. Single flowers 3½ inches in diameter.

Young rooted plants 25c each
Unrooted cuttings 4 for 25c

No. 10. SAN DIEGO.—Mallow purple. Maroon spots in all five petals. Flowers 2½ inches in diameter with heavily frilled edges. An exceptional variety.

Young rooted plants 25c each
Unrooted cuttings 4 for 25c

No. 11. PASADENA.—Rose color with maroon spots in two upper petals. Single flowers three inches in diameter.

Young rooted plants 25c each
Unrooted cuttings 4 for 25c

No. 12. VERA N. WATT.—Deep rose pink with blood red spots in two upper petals surrounded by strawberry pink. Single flowers 2½ inches in diameter and ruffled. A beauty.

Young rooted plants 25c each
Unrooted cuttings 4 for 25c

No. 13. MONTECITO.—Pale amaranth pink with deep red spots in two upper petals. Flowers 3 inches in diameter. Slightly ruffled.

Young rooted plants 25c each
Unrooted cuttings 4 for 25c

No. 14. SANTA BARBARA.—Rose red with blood red spots in two upper petals. Flowers 3 inches in diameter and ruffled. Plants of dwarf growth.

Young rooted plants 50c each
Unrooted cuttings 4 for 50c

No. 15. PASO ROBLES.—Carmine. Deep blood red spots in center of two upper petals. Small red spot in three lower petals. Flowers 3 inches in diameter. A very free flowering variety.

Young rooted plants 50c each
Unrooted cuttings 4 for 50c

COLLECTION of 15 varieties—
Rooted plants \$3.50

Note: Should we be sold out of rooted cuttings during the season we shall send unrooted cuttings in a greater quantity, 3 unrooted cuttings in place of 1 rooted plant.

Montgomery, New York, August 28, 1935.

Mr. Richard Diener, Oxnard, Calif.

Dear Sir: Your Petunias are the finest I ever raised and everyone wants to know where I purchased my seeds. Your catalog gives just the information a person wants.

Sincerely,
EVERETT B. HAWKINS.

* * *

Providence, Rhode Island, August 29, 1935.

Mr. Richard Diener, Oxnard, Calif.

Dear Sir: I had wonderful luck with the Petunia seeds I bought from you last year and I shall want to order practically the same variety again this year.

Very truly yours,
MARTIN S. FANNING.

GLADIOLUS BULBS

ALICE TIPLADY (Kunderd).—A very popular Primulinus. Grenadine orange. Many flowers open at one time.

	Large	Medium
Each	\$.10	...
Dozen	1.00	\$.50
Per 100	5.00

ARISTOCRAT (Bill).—Tall straight spike. Color pale saffron flaked orange. A real aristocrat among glads.

	Large	Medium
Each	\$.20	...
Dozen	2.00	\$ 1.00

BETTY NUTHALL (Salbach).—Warm light coral with pale throat. A prize winner.

	Large	Medium
Each	\$.10	...
Dozen	1.00	\$.50

COPPER BRONZE (Kunderd).—Copper bronze color.

	Large	Medium
Each	\$.10	...
Dozen	1.00	\$.50

(Gladiolus) **DIENER'S BLUE GEM**.—A 1935 novelty. Delphinium blue, darker in center like Geraldine Farrar, but larger and longer stems. A fine grower and propagator and one of the best blues.

	Large	Medium
Each	\$3.00	\$1.50
Dozen	25.00	12.00

(Gladiolus) **DIENER'S TRIUMPH (Diener).**—A 1935 novelty. A seedling of Mrs. Leon Douglas crossed with Scarlet Wonder. I consider this the best of all my many Gladiolus creations. Rose Doree overlaid with flame scarlet. Flowers are 7 inches in diameter. Perfectly built on long, perfect stems. On the order of Commander Koehl but larger and faultless in every detail. A fair propagator, making large bulblets. It unquestionably will soon be as popular as Mrs. Leon Douglas.

	Large	Medium
Each	\$25.00	\$15.00
Bulblets, each \$2.00, 6 for \$10.00.		

DR. F. E. BENNETT (Diener).—Deep peach red overlaid with flame scarlet. Lip speckled ruby and white. Most fiery red imaginable. Flowers of the very largest size with many opening at once. Most perfect red we have ever seen.

	Large	Medium
Each	\$.10	...
Dozen	1.00

DR. VAN FLEET (K P G).—Tall, beautiful rose pink with a cream throat.

	Large	Medium
Each	\$.10	...
Dozen	1.00	\$.50

ELF (Diener).—White. One of the best white Gladiolus for cutting. Long, perfect spikes. Large flowers.

	Large	Medium
Each	\$.10	...
Dozen	1.00	\$.50
Per 100	3.00

ELOISE (Dorrett).—New. A beautiful orchid color with the finest throat markings. Has great possibilities.

	Large	Medium
Each	\$ 1.00	\$.50
Dozen	10.00	5.00

GLADDIE BOY (G. B.).—Ruffled orange pink. Yellow throat, large.

	Large	Medium
Each	\$.10	...
Dozen	1.00	\$.50

GOLDEN FRILLS (Kunderd).—Edges of petals heavily frilled. Deep daffodil yellow. Dark throat.

	Large	Medium
Each	\$.10	...
Dozen	1.00	\$.50
Per 100	4.00	...

HELEN JACOBS (Salbach).—Large, clear jasper pink, lower petals straw colored with pink edges. Tall, vigorous growth, with six to eight blooms open at one time. Early, heavy substance.

	Large	Medium
Each	\$.15	...
Dozen	1.00	\$.50

LA PALOMA (Dusinberre).—Excellent orange with darker throat. A very fine variety.

	Large	Medium
Each	\$.10	...
Dozen	1.00	\$.50

MAGNA BLANCA (Salbach).—Huge ivory white of heavy substance and good placement. A rapid increaser which grows well from small stock. Excellent for breeding.

	Large	Medium
Each	\$.15	...
Dozen	1.50	\$.75

MING TOY (Kunderd).—Primulinus. Buff and yellow.

	Large	Medium
Each	\$.10	...
Dozen	1.00	\$.50

MISS BLOOMINGTON (K).—Very early light yellow. Six or more good-sized, well-placed blooms open at a time. A very nice variety.

	Large	Medium
Each	\$.10	...
Dozen	1.00	\$.50

MOTHER MACHREE (Stevens).—A most interesting and popular new Gladiolus in the smoky group. Vinaceous lavender with edges of petals overlaid salmon pink.

	Large	Medium
Each	\$.20	...
Dozen	2.00	\$ 1.00

MRS. F. C. PETERS (Fischer).—Amaranth pink with purplish blot in the throat. Tall straight spike.

	Large	Medium
Each	\$.10	...
Dozen	1.00	\$.50

MRS. LEON DOUGLAS (Diener).—Begonia rose striped with scarlet. One of my best creations.

	Large	Medium
Each	\$.10	...
Dozen	1.00	\$.50
Per 100	5.00

RICHARD DIENER, OXNARD, CALIFORNIA, U. S. A.

MRS. NEWELL VANDERBILT (Diener).—Heavily ruffled light salmon pink. Throat sulphur yellow, mottled and striped with crimson. Large flowers.

	Large	Medium
Each	\$.10	...
Dozen	1.00	\$.50

MRS. VAN KONYNENBURG (Pfizer).—Tall clear light blue and probably the best ever introduced. Wonderful propagator. One of the best sellers.

	Large	Medium
Each	\$.25	...
Dozen	2.00	\$ 1.00

MR. W. H. PHIPPS (Diener).—La France pink overlaid with light rose salmon—lighter towards the center. Lower petals very faintly striped and speckled with ruby. Flowers enormous. A masterpiece in Gladiolus.

	Large	Medium
Each	\$.20	...
Dozen	2.00	\$ 1.00

NANCY HANKS (Salbach).—Apricot to orange. A very fine Primulinus.

	Large	Medium
Each	\$.10	...
Dozen	1.00	\$.50

(Gladiolus) **OXNARD** (Diener).—A 1935 novelty. An improved Los Angeles. More open flowers, longer spikes and more beautifully colored. Bright pink, darker throat. This is an outstanding Gladiolus and will be grown in great quantities. A beauty.

	Large	Medium
Each	\$ 3.00	\$ 1.50
Dozen	25.00	12.00

PICARDY (Palmer).—Sensational apricot pink. Large flowers, many open. One of the best Gladiolus for all purposes.

	Large	Medium
Each	\$.10	...
Dozen	1.00	\$.50
Per 100	5.00	3.00

PRIMROSE PRINCESS (Salbach).—Tall growing spike of rich primrose yellow. Well placed and many are open at one time.

	Large	Medium
Each	\$.10	...
Dozen	.75	\$.50

SALBACH'S ORCHID (Salbach).—Rose pink without markings. A very fine variety for all purposes.

	Large	Medium
Each	\$.20	\$.10
Dozen	1.50	.75

SOUVENIR (Hol.) (Primulinus).—Deep yellow. Very early. Long, perfect spikes.

	Large	Medium
Each	\$.10	...
Dozen	1.00	\$.50

SPIRIT OF ST. LOUIS (Mueller).—Orange color. Long, perfect spikes. One of the best all-around Gladiolus. Fine for cut flowers.

	Large	Medium
Each
Dozen	\$.40	\$.25
Per 100	3.00	1.50

SPRAY OF GOLD.—Golden yellow. A very beautiful variety.

	Large	Medium
Each	\$.20	...
Dozen	1.50	\$.75

VEILCHENBLAU (Pfizer).—A large clear deep violet blue. Tall and vigorous.

	Large	Medium
Each	\$.10	...
Dozen	1.00	\$.50

MIXED GLADIOLUS BULBS

These bulbs are taken from thousands of varieties of selected seedlings. The mixture contains almost every color and size. All are fine Glads. Don't fail to order if you want an inexpensive variety of good quality.

	Dozen	Hundred	Thousand
Large	\$ 1.00	\$ 5.00
Medium	.50
Bulblets	\$ 5.00

GLADIOLUS PRIMULINUS HYBRIDS MIXED

This is a collection of bulbs of selections from our finest Primulinus seedlings and are of very high quality. Long stems, wonderful colors and more open flowers.

	Dozen	Hundred	Thousand
Large	\$.50	\$ 3.00
Medium	.25
Bulblets	\$ 3.00

GLADIOLUS PRIMULINUS HYBRID SEEDS

This is a very fine mixture of Primulinus Hybrids which have been crossed with the large Gladiolus and many beautiful things will be found among them.

Package 25c (About) 1000 seeds \$1.00

How to Sow Gladiolus Seeds—In the southern temperatures, where there is only light frost or none, the seeds should be sown out in the late fall, in rows in the open, one foot apart. The seeds should be covered with a half-inch of sandy soil, about the same as onions. Water them well and keep them free from weeds. Cultivate the soil once a month. Many will flower five months after sowing. In climates where there is a heavy frost, it is best to sow the seeds in boxes or hot beds, using good sandy leaf mould soil or three- to four-year-old manure in which to sow them. Take them up in the fall and handle like the regular size bulbs.

DIENER'S GLADIOLUS HYBRID SEEDS

(From latest crossings)

These seeds were taken from all the hybrids obtained from my crossings of the last few years, I having used the best kinds in existence of all types. You can expect some great things from them. This is the best you can get anywhere in the world, at the lowest price.

(About) 200 seeds 50c

(About) 1000 seeds \$2.00

DAHLIA SEEDS

For years I have raised the finest dahlia seeds that can be produced and many of the new varieties that are on the market now came from our seeds. I have given up the dahlia bulb sales as the demand has been so low. In the future we will list only the seeds of the fancy varieties.

Every seedling raised from these seeds is new and different as they never come the same as the parent plant, and if you have anything outstanding you may make a named variety out of it. However, in such a case one should raise the seedling three years and it must be faultless in every way. Everyone has some space where fifty to a hundred dahlia plants may be grown, and if you want some real fun watch a bunch of high-class dahlia seedlings coming into flower. One must have only the best seeds as there is a great quantity of trash on the market which brings mostly singles. Dahlia seedlings will flower a month earlier than from bulbs. Plant the seedlings at least three feet apart in both directions. In locations where heavy storms prevail place a three-foot stake at each seedling at time of planting.

We do not raise any cut flowers in dahlias; everything is grown for seeds only.

Seeds of the Chrysanthemum type are much thinner than the others and do not come as fast as the other types, so give them time, just keep the seed pans in a warm location as every seed of all varieties are hand selected. Every kernel will grow if handled right.

Directions for Sowing Dahlia Seeds—Sandy leaf mould or any good garden soil should be used. Use a box or pan to sow the seeds into. Fill the receptacle 3 inches with soil. Smooth the surface over with a smooth board, then sprinkle seed over the soil and press into the ground. The seeds should be very lightly covered with the soil, in fact, it should be shaken over the seeds with a fine sieve. Put the seeds in a warm, moist place and see that the soil is not permitted to become dry.

Glass may be put over the flats to preserve the moisture. In this case, if the sun shines on them, they should be protected by a single sheet of paper over the glass. Otherwise, too great a heat will develop between glass and soil. Remove the paper at night and in dark weather.

It will be three months before all the seeds are up, which is natural with Dahlias. Some seeds come up in four days, while others take months. When they are up, take them out of the seed box inside of three days. To do this without interfering with the other seeds, use a sharp-pointed stick and drive it down into the soil next to each seedling and lift same up. Put each plant in a 3-inch pot; they can be kept back for two or three months or until ready to go into the open. Plant in the full sun and stake early.

Every seed is hand picked and will grow if handled correctly.

CHRYSANTHEMUM DAHLIA SEED (Mixed, Double).

—The Chrysanthemum Dahlia is one of the greatest achievements in Dahlias. The flowers are very large, curled and twisted, like Chrysanthemums, on stiff, wiry stems, and the colors are the finest brought out yet. It is the best keeper for cut flowers. It took me many years to perfect this type. Seeds from the finest selected, separately grown.

25 seeds 75c 50 seeds \$1.50 100 seeds \$3.00
1000 seeds \$15.00

FANCY SELECTED DAHLIAS.—Of all large flowering types, including Chrysanthemum Dahlia.

25 seeds \$1.00 50 seeds \$2.00 100 seeds \$4.00
1000 seeds \$20.00

DIENER'S GIANT DOUBLE HYBRID DAHLIAS.

This mixture contains only the largest and most perfect Dahlias the world has ever seen. The most gorgeous colors on fine, long, wiry stems. They are the highest-bred Dahlias in existence at this time, as you will agree when you see them in flower. This is confirmed by testimonials from everywhere.

25 seeds 75c 50 seeds \$1.50 100 seeds \$3.00
1000 seeds \$15.00



SOME OF OUR GIANT HYBRID DAHLIA FLOWERS

RICHARD DIENER, OXNARD, CALIFORNIA, U. S. A.

CACTUS DAHLIA SEEDS (Mixed).—This is a mixture of many very fine Cactus Dahlias.

25 seeds 25c 50 seeds 50c
100 seeds \$1.00

MINIATURE DAHLIAS.—A new type of very dwarf dahlias in all colors; many of cactus type, three to four inches in diameter and from two to three feet tall. They are greatly free flowering and fine for cut flowers as they are good keepers. Double.

25 seeds 50c 50 seeds \$1.00 100 seeds \$2.00
1000 seeds \$10.00

SNOW-WHITE DAHLIAS (All Types Mixed).—This is a mixture of all types of snow-white Dahlias, most of large size some measuring over a foot in diameter on perfect wire-like, but graceful stems. Very free flowering. Nothing to compare with this mixture.

25 seeds 50c 50 seeds \$1.00
100 seeds \$2.00

POMPON DAHLIA.—Pompons are great favorites everywhere for cut flowers and for bedding. Flowers from my strain run from one to three inches in diameter and the blooms have a great range of colors. They are good keepers and are valuable for table decorations, being popularly used in great quantities by cafeterias and restaurants and roadstands.

100 seeds \$1.00 1000 seeds \$5.00

TRACHELIUM COERULEUM

A plant on the order of the hydrangea, for pot plants and outdoors. Has large clusters of heliotrope blue flowers, which are long lasting. This is something new and very good. Many people are looking for just such a thing. The seeds are as fine as fern seeds and should not be covered. Grows very easily.

Package 25c 6 packages \$1.00

GAILLARDIA GRANDIFLORA

(Blanket Flower) "Oxnard Gem"

Golden orange seam, maroon red center, 3½-inch flowers on long stems. An unusually fine Gaillardia for cut flowers and bedding.

Package 15c 4 packages 50c

LILIUM REGALE (Regal Lily)

An easy growing, very hardy lily from China with large, white trumpet flowers. Has a golden center inside and is very fragrant. This should be in every garden. Flowers in the Spring.

Package 25c 6 packages \$1.00
Bulbs (flowering size) 3 for 25c

STATICE SINUATA

(Everlasting)

This is one of the best cut flowers for florists as well as the private gardens. Is easily and quickly raised and flowers continually. The more you cut of the flowers, the more it will flower.

By years of selection and crossing I have produced some beautiful clean colors in all shades of the rainbow and having large flowers on stems measuring from two to three feet.

Statice is to be cut when the flower is just at its best. Put up in bunches containing from one to two dozen stems to each bunch and hang them up in a dark room where they will keep for months. These are used during the winter months when flowers are scarce.

Statice is a perennial in localities where only light frost occurs but will not stand heavy freezing.

Directions for Sowing: Sow the seeds in cold frames or boxes. Smooth the surface of the soil and sprinkle the seeds over it just as they are. Do not separate the seeds. Then press them into the soil with a smooth board. Cover them very lightly and keep them moist. If the atmosphere is very dry it is best to cover seeds up with burlap and moisten the burlap three or four times each day. The seeds will be up in eight to ten days. Leave them in the full light as soon as the plants appear. Transplant two feet apart as soon as the seedlings have four or five leaves.

White	Pkg. 25c	1/4 lb. \$1.00	1 lb. \$4.00
Deep Blue	Pkg. 25c	1/4 lb. 1.00	1 lb. 4.00
Blue	Pkg. 25c	1/4 lb. 1.00	1 lb. 4.00
Yellow	Pkg. 25c	1/4 lb. 1.00	1 lb. 4.00
Pink	Pkg. 25c	1/4 lb. 1.00	1 lb. 4.00
Mixed	Pkg. 25c	1/4 lb. 1.00	1 lb. 4.00

(Larger amounts on request.)

Pastel Shades Mixed: This is a mixture of all the most modern shades of Statice of Chamois, reddish pink, flesh pink and all the intermediate colors for cut flowers and flower work. Nothing finer imaginable. All colors are clean and distinct. Years of crossing and selection have produced this wonderful strain. Try a package.

Package 25c 1/4 lb. \$1.00 1 lb. \$4.00

West Brookfield, Mass., November 30, 1934.

Mr. Richard Diener, Oxnard, Calif.

Dear Sir: Am enclosing an order for my Petunia seeds. I planted your Double Petunias in 1933, but didn't have hardy enough to supply the trade, they were so popular. In 1934 I sent an order to another seedsman for my Petunias. As a result didn't have any to offer to my trade.

Diener's Petunias for me every time! So many called for those "odd green-edged ones" last spring, but I didn't have any. However, 1935 will see some in my greenhouse.

Very truly yours,
MILDRED F. BRIDGES.



DIENER'S DOUBLE PETUNIA

No. 42. Large Double Frilled

PETUNIA SEEDS

This year we have a large display of Petunias at the International Exposition in San Diego which are at this time (the end of August), in their best condition. These are really one of the main attractions in the flower exhibit at San Diego.

Nearly all of our varieties are planted there in such a way as to be most attractive. We believe this has done a great deal to popularize the Petunia, although the Ruffled Monster Petunias have been on the market now for some time. Yet only about one in four have really seen them and the majority are surprised at their size and beauty and naturally will want them in their gardens in the future. So, Mr. Grower, plant a good amount of them for your spring sales and people who have seen them will be able to get the plants all over the country.

There is a great amount of different varieties of Petunias on the market now, many of which are selections of our varieties and so near our varieties. We have only one variety of each color in the single as well as in the double types, which makes it easier for anyone to select his order of Petunias, and what we offer is the best in its class. Although the seeds are raised from the very finest selected plants and are all hand pollinated, there are always some which revert to the old type, the single, small flowered purple. This is a natural habit of the Petunias and no way has been found yet to avoid this. It is queer that these reverted ones flower first and give the impression that all will be so, but the reverions average only about 7 per cent. The other 93 per cent are true. This, of course, differs in the different kinds.

DIENER'S RUFFLED MONSTERS

Those who want smaller amounts of all single kinds may have sample packages of each at **25c** a package. Of numbers 9, 11, 14, 16, 17, 21, 22 and 23, sample packages are **10c**, while the smaller packages of the double types are **50c**.

The varieties marked Ruffled Monsters are of giant size while the others are somewhat smaller. The size of flowers is given.

Please order by number to avoid mistakes.

	Trade Pkg.	Sample Pkg.	
No. 1. PINK (Ruffled Monster).— Strong veined center. Flowers 6 to 8 inches in diameter, and of exquisite color combination. This variety is without doubt one of the largest and most wonderful varieties in existence.....	.50	.25	
See color reproduction of this flower on center pages of this catalogue			
No. 2. FLESH PINK (Ruffled Monster).— Five to six inches in diameter. Heavy veined center. A new color in Ruffled Monsters. (The No. 2 which we listed before was red and was very similar to No. 5. I shall have only No. 5 in that color henceforth)50	.25	
No. 3. VARIEGATED (Ruffled Monster).—Colors appear in red and white checks and blotches. Also striped pink and white, copper red and white. Five to six inches in diameter50	.25	
See color reproduction of this flower on center pages of this catalogue			
No. 4. WHITE WITH YELLOW CENTER (Ruffled Monster)50	.25	
See color reproduction of this flower on center pages of this catalogue			
Millbury, Mass., August 10, 1935.			
Mr. Richard Diener, Oxnard, Calif.			
Dear Sir: This summer my Petunias have been especially beautiful. They were grown from seeds purchased from you last spring. Your catalog descriptions of color, size and beauty were not at all exaggerated.			
Sincerely, LAURA M. CONNOR.			

	Trade Pkg.	Sample Pkg.
No. 5. RED, DARK VEINED WITH COAL BLACK CENTER (Ruffled Monster).—Six to eight inches in diameter. This is a gem in Petunias and is a great favorite with all flower lovers. Be sure to try a package.....	.50	.25
See color reproduction of this flower on center pages of this catalogue		

No. 6. PALE LILAC PINK (Ruffled Monster).—Heavily ruffled with strongly veined center. Flowers four to five inches in diameter.....	.50	.25
--	------------	------------

No. 7. RED AND WHITE VARIEGATED (Ruffled Monster).—Large golden yellow center. Flowers four to five inches in diameter. One of the most admired of my collection of Petunias and very true to type. Try it.	.50	.25
See color reproduction of this flower on center pages of this catalogue		

No. 8. RUFFLED MONSTERS (Mixed).—This mixture contains all Ruffled Monsters mentioned above, as well as many other colors, new this year. The average growth of the plant is more dwarf and if you want only a small amount of Petunias in your garden this is what you should order.....	.50	.25
--	------------	------------

No. 9. PEARL OF KENTFIELD .—Flesh Pink Frilled with golden yellow center. Four inch flowers, dwarf growing. This is a specially fine variety for four to five inch pots or window boxes. (The variety Theodosia is the same. Introducer of Theodosia did not know of the existence of Pearl of Kentfield, originated by myself five years before.).....	.25	.10
--	------------	------------



DIENER'S RUFFLED MONSTER PETUNIA (Single)

No. 7. Red and white variegated, large yellow center

RICHARD DIENER, OXNARD, CALIFORNIA, U. S. A.

	Trade Pkg.	Sample Pkg.	Trade Pkg.	Sample Pkg.	
No. 10. SALMON ROSE (Ruffled Monster).—Light veined center, five to six inches in diameter. (1934 novelty.) A very beautiful Petunia.....	\$.50	\$.25	No. 21. STEEL BLUE .—Darker veined center with ruffled edges. About four inches across and comes 90 per cent true. One of the easiest sellers in 2½ to 3-inch pots.....	\$.25	\$.10
See color reproduction of this flower on center pages of this catalogue					
No. 11. DIENER'S BLUE .—I especially recommend this variety. It is of semi-dwarf growth and immensely free flowering. Flowers average three to three and one-half inches. The color is a deep, silky blue and is one of the most favored varieties	.25	.10	No. 22. ROSE COLOR .—An improved Rosy Morn. Very showy and striking. Wonderful for massing in beds or borders. Very free blooming. Plants of dwarf growth, reaching a height of six to seven inches. Flowers two inches in diameter.....	.25	.10
No. 13. HELIOTROPE (Ruffled Monster).—A pinkish mauve. Five to six inches in diameter. Deeper veined center. Very fine.....	.50	.25	No. 23. PALE AMARANTH PINK .—Like Rosy Morn, but lighter in color. Flowers single, averaging two inches across, of dwarf growth. Is used extensively for bedding as it blooms profusely.....	.25	.10
See color reproduction of this flower on center pages of this catalogue					
No. 14. DIENER'S PINK GLORY .—Pure flame rose pink, without a trace of purple. Flowers three to four inches in diameter, and slightly ruffled. Plants attain a height of 12 to 14 inches. On the order of Rosy Morn. A very compact grower and is continually covered with flowers25	.10	No. 27. SALMON COLOR (Single).—A beautiful, new color. Flowers four inches, frilled. A ranky grower for boxes and baskets25	.10
No. 15. PURPLE AND WHITE .—Especially adapted to window boxes or hanging baskets50	.25	No. 41. COPPER RED (Ruffled Monster).—Smoky center, five to six inches in diameter. After years of crossing I have removed all the bad habits that it had at first and it now is one of the most beautiful flowers in existence. It made a decided hit at the World's Fair at Chicago in 1934 and will be in great demand for some time to come50	.25
See color reproduction of this flower on center pages of this catalogue			See color reproduction of this flower on center pages of this catalogue		
No. 16. WHITE BEAUTY .—Single, heavily fringed, about four inches. Snow white, semi-dwarf25	.10	No. 46. DEEP VELVETY VIOLET (Single).—Flowers 4 to 5 inches. A 1932 novelty. Exceptionally beautiful.....	.50	.25
No. 17. PALE SULPHUR YELLOW .—Flowers single with heavily frilled edges25	.10	See color reproduction of this flower on center pages of this catalogue		
No. 18. VARIEGATED HEAVY RUFFLED .—Outside white with blotches and checks of magenta appearing on edges of petals. Size of flowers four to five inches across (Ruffled Monster)50	.25	No. 47. JUMBO MIXTURE OF RUFFLED MONSTER PETUNIAS .—A selection of only the very largest and most outstanding colors of these giant Petunias	1.00	
No. 19. GIANT PINK GLORY .—An improvement on Pink Glory. Same coloring as No. 14, but the blooms are twice the size and of more bushy growth. Exceptionally good for pot plants and window boxes. Also for massing in beds. It is one of the most showy varieties in existence50		(6 packages)	5.00	
See color reproduction of this flower on center pages of this catalogue			No. 51. STEEL BLUE & WHITE VARIEGATED .—Edges of petals heavily ruffled. Four inches in size.....	.25	.10
No. 20. MAUVE (Ruffled Monster).—Center heavily veined with royal purple. One of my most exquisite and most popular varieties. Average flowers five inches across. Very fragrant50	.25	No. 52. LAVENDER WITH WHITE CENTER .—Four inches in size.....	.25	.10
See color reproduction of this flower on center pages of this catalogue			Zomba, Nyasaland, British Central Africa, November 15, 1934. Mr. Richard Diener, Oxnard, Calif. Dear Sir: It may please you to know that the flowers from the Petunia seeds I had from you last year not only took first prize at the Zomba Flower Show last month but created an absolute sensation! Neither I nor anybody else here had ever seen anything to approach them in either size or colorings. Yours very truly, MRS. H. E. GREEN.		

DOUBLE PETUNIAS

Note: All of our double Petunia seeds are raised from double Petunias and so give the highest percentage of double seedlings. The slowest and poorest seedlings will turn out the best doubles.

Trade Sample
Pkg. Pkg.

No. 24. SALMON DOUBLE.—A new color in Petunias which has made a hit with every visitor at our gardens. I have been working on this color for several years to bring it to perfection. Four inches in diameter \$1.00 .50

See color reproduction of this flower on center pages of this catalogue

No. 25. COPPER RED DOUBLE.—A fine new color which attracts immediate attention. About four inches in diameter 1.00 .50

See color reproduction of this flower on center pages of this catalogue

No. 26. GREEN EDGED DOUBLE.—This type comes in all colors but all have a seam around the petals which is grass green. I have been working on this variety for the last eight years to bring it to perfection, as it was at first somewhat weak. The Green Edged variety was a sensation at the World's Fair at Chicago in 1934. It will attract attention everywhere..... 1.00 .50

See color reproduction of this flower on center pages of this catalogue

No. 28. DOUBLE LAVENDER BLUE.—Broad petals. Flowers four to five inches in size. Very free blooming 1.00 .50

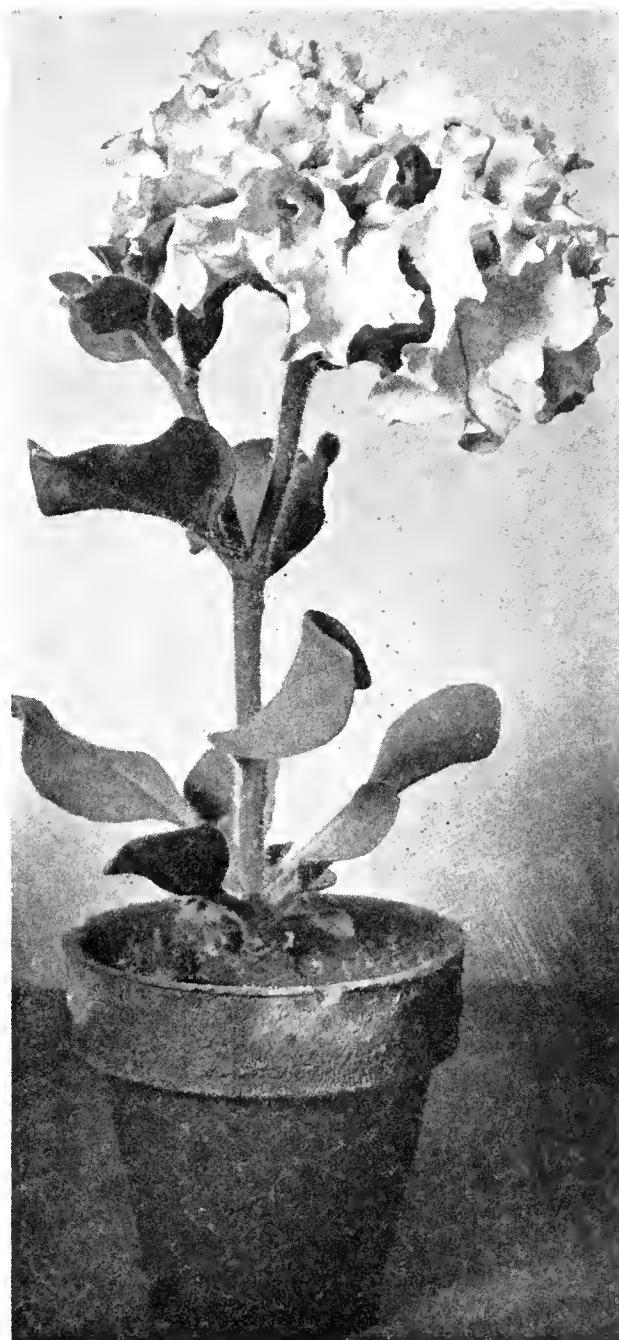
No. 29. PURPLE DOUBLE.—Medium size 1.00 .50

No. 38. DOUBLE RUFFLED MONSTERS MIXED.—This is a mixture of the same colors as the single Ruffled Monsters but double. These have now reached perfection. After years of crossing and testing the size is enormous, reaching over nine inches in some instances. The percentage of doubles is very high. No matter what other varieties of double petunias there are on the market, including the 100% double from foreign countries, you will find by comparison that ours excel in growth, color and size, so buy American seeds and keep the money in this country 1.00 .50

1000 seeds 1.50

See color reproduction of this flower on front cover of this catalogue

No. 40. MADONNA.—Double frilled, snow white. About four inches in diameter. Semi-dwarf growth..... 1.00 .50



No. 42. IN 3-INCH POTS

Norristown, Penn., November 18, 1934.
Mr. Richard Diener, Oxnard, Calif.

Dear Sir: I want to tell you how delighted I was with the Petunia seeds I bought from you. I never have seen such colors nor such wealth of blooms. Up to the first week of November I was picking them in my garden. Their perfume filled any room in which they were placed. I can't wait to start my seeds for another summer of bloom.

Very truly,

MRS. D. E. COPP.

* * *
Livingston, Montana, October 23, 1934.
Mr. Richard Diener, Oxnard, Calif.

Dear Sir: Last spring I found part of a package of No. 42 Petunia seeds I had gotten from you three years ago and at least 90 per cent of them germinated and grew and made wonderful flowers, so me for Diener's seeds all the time.

Yours very truly,

DR. C. E. MARSHALL



PART OF OUR DOUBLE PETUNIA SEED FIELD

No. 42. LARGE DOUBLE FRILLED MIXED.—After years of crossing and selection I have produced this double strain, which stands highest today commercially. The color plate in this catalogue will give you an idea of its average. In 2½ and 3-inch pots they commence flowering when only three to four inches high. These pictures of plants in pots in our catalogue are actually growing. If the soil is not rich enough, many of the flowers may appear almost single when raised in small pots, but when you see the same plants after being transplanted into the open, the flowers will be large and double. The amount of doubles is 75 per cent and the single types therefrom are all heavily frilled and eagerly sought by the public..... \$1.00
1000 seeds 1.50
See color reproduction of this flower on center pages of this catalogue

No. 43. DOUBLE ROSE PINK FRILLED.—A beautiful Petunia and a color which takes everyone's attention at once. Of the fluffy ruffled type with flowers four to five inches across... 1.00

	Trade Pkg.	Sample Pkg.	Trade Pkg.	Sample Pkg.
No. 44. DOUBLE FRILLED ROSE PINK AND WHITE VARIEGATED. —Of the fluffy ruffled type. Flowers four to five inches across. Of dwarf, compact growth and flowers sell at sight. It is the grandest combination of colors yet produced in Petunias			\$1.00	\$50
<i>See color reproduction of this flower on center pages of this catalogue</i>				
No. 48. LA FRANCE PINK. —Double Carnation flowered type. Strongly veined rose pink. Heavily frilled petals. Medium size. A beautiful petunia			1.00	.50
No. 49. DOUBLE ROSE PURPLE (or Mauve Pink) and WHITE VARIEGATED. —Around four inches in size. A popular color.....			1.00	.50
No. 50. DOUBLE DARK CRIMSON. —Heavily fringed fluffy ruffles. About four inches in size. One of the darkest red double petunias			1.00	.50

\$50

Sutton, Massachusetts, February 26, 1935.
Mr. Richard Diener, Oxnard, Calif.
Dear Sir: Please send the following order. I want to tell you that you have the most beautiful Petunias. I had the best luck by planting according to your instructions. I raised nearly 200 plants out of one of your 50c packages of seeds. All my friends admired them.

Yours very truly,
MRS. RALPH GURNEY.

RICHARD DIENER, OXNARD, CALIFORNIA, U. S. A.

Trade Sample
Pkg. Pkg.

No. 53. DOUBLE LAVENDER.—Deeper lavender veined in center of petals. Edges of petals heavily ruffled. About four inches in size. A beautiful variety	\$1.00	\$.50
No. 54. MAUVE DOUBLE.—Dwarf and compact grower. Very free flowering. A color which most people prefer	1.00	.50

PRICES FOR PETUNIA SEEDS IN QUANTITY

Note: Each of the following numbers, separately (not all the numbers mixed), are sold in quantity as listed below:

Of the following numbers (not mixed together)
1, 2, 3, 5, 6, 7, 8, 10, 15, 19, 20, 41, 46:

1/64 oz. \$2.50 1/32 oz. \$4.00 1/16 oz. \$8.00 1/8 oz. \$15.00

Of numbers (not mixed together) 11, 14, 17, 21,
22, 23:

1/32 oz. \$3.00 1/16 oz. \$6.00 1/8 oz. \$12.00

Of numbers (not mixed together) 38, 42, 44:

1/64 oz. \$5.00 1/32 oz. \$10.00 1/16 oz. \$20.00

Note: The varieties that are not listed above will not be sold in quantity this year.

(Larger amounts on request.)

Williams Bay, Wis., December 5, 1934.

Mr. Richard Diener, Oxnard, Calif.

Dear Sir: I am very much pleased to enter my order with you for my 1935 Petunias.

Never before have I had such success with the marketing of plants grown from the seeds obtained from you as last year, in spite of the fact that the extreme drought conditions existed around here, beginning very early. Temperatures of 110 were common last summer, and with the exceptions where plants were placed in single metal window boxes they all came through to perfection.

The Dahlia seeds came through wonderfully, producing flowers without a peer. This was in spite of little care as to training and feeding. Some blossoms measured eight inches across. The resultant tubers are also in first-class condition.

I can claim above 90 per cent germination of Petunias even in this locality of uncertainty; this over three years.

Yours very truly,
L. E. SAWYER.



No. 9. "PEARL OF KENTFIELD"

Sausalito, California, April 25, 1935.

Mr. Richard Diener, Oxnard, Calif.

Dear Sir: In the past two years we have had wonderful success with your seeds. Mrs. Cable enjoys wearing the blossoms (Petunias) and during the blooming season always keeps a bowl of them on display in her millinery shop. They cause a great deal of comment, which has resulted in inquiries as to where they were grown and whose seeds they were from.

Very truly yours,
E. E. CABLE.

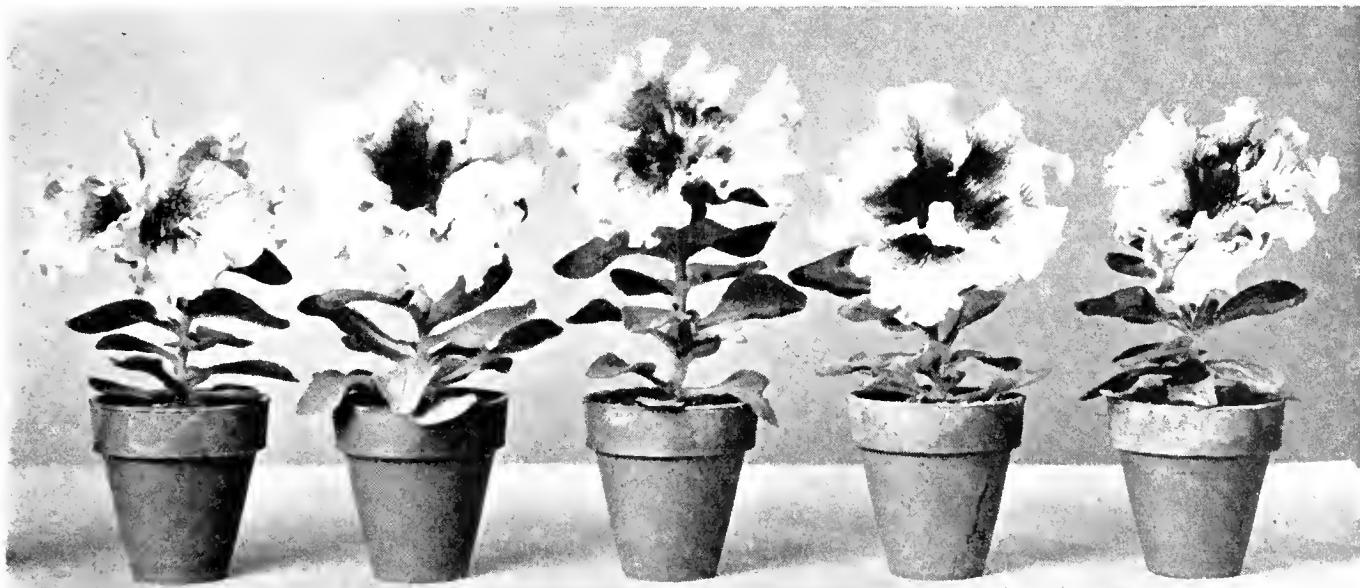
* * *

Wooster, Ohio, January 14, 1935.

Mr. Richard Diener, Oxnard, Calif.

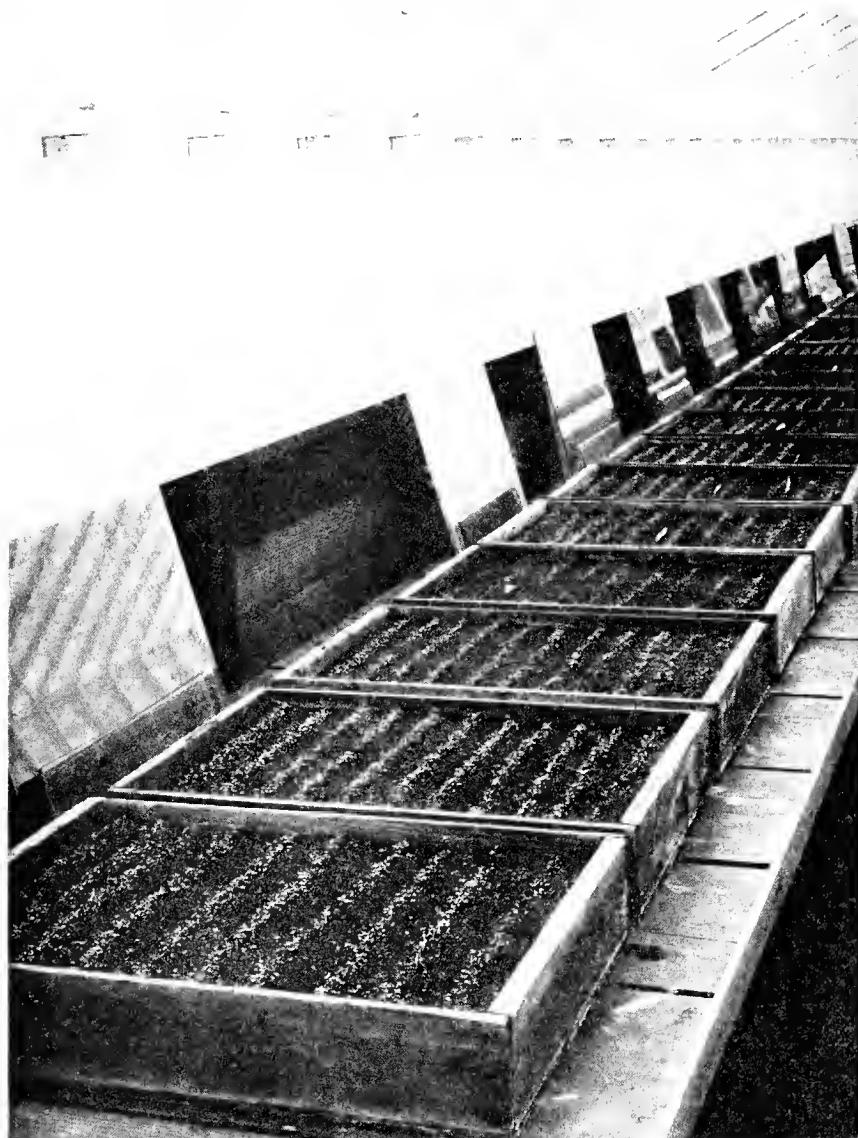
Dear Sir: We have had splendid results in the germination of seeds purchased from you in the past several years, not only from your Petunias but the various other items, including Delphiniums, Shasta Daisies, Gerberas, etc. Your Petunias always find a ready market with our many customers. Last year we felt that we were over-stocked with Petunia plants. Result was we could have sold more. We have learned from experience that it pays to purchase seeds of the best grade possible and of the most reliable source.

Yours very truly,
J. W. LANDIS.



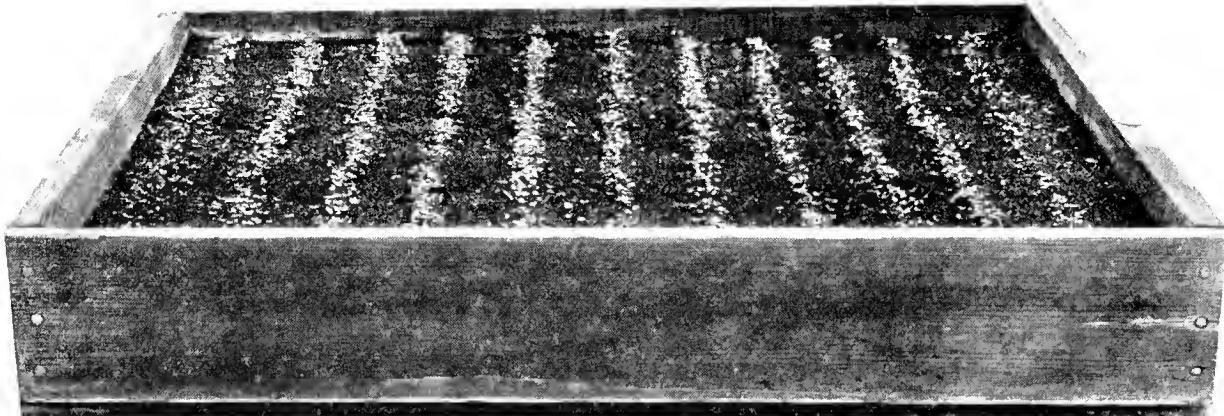
DIENER'S RUFFLED MONSTER PETUNIAS IN 3-INCH POTS. TWELVE WEEKS AFTER SOWING.

OUR WAY OF SOWING PETUNIA SEEDS



PETUNIA SEEDLINGS EIGHT DAYS AFTER SOWING

As the proper way in sowing Petunia seeds is the most essential part of their success, I am showing some photographs of how we handle them to get 100% germination. The pictures were taken eight days after sowing and the glass panes standing back of the boxes have just been removed. By sowing the seeds in rows as you see here we save transplanting as they are enabled to become large enough here to plant them at once in 3-inch pots and we are also able to stir the soil up between the rows. Boxes are 4 inches high, 24 inches long, and 16 inches wide. We cover the seeds with charcoal dust only.



SOWING OF PETUNIA SEEDS

Prepare a seed bed by taking leaf mould soil which has been mixed with some clean, white sand (use positively no fertilizer in this soil when sowing). Sift this through a fine sieve into seed pans and flats within two inches from the top. Fill the remaining two inches at the top of the receptacle with boiling water and let the water seep through the soil and let the soil then stand for a day. This will have killed all weed seeds, worms and fungi contained in the soil. Smooth over the surface of the soil, but do not pack, as Petunia seeds will not grow in soil which has been packed. After the surface is smooth, sprinkle with fresh, cold water so that the soil will settle evenly. Sow the seeds over the top. If you are in a dry atmosphere, sprinkle a very little of this sterilized soil over the seeds. In damp climates no soil covering is needed, but a sprinkling of charcoal dust is good. Place a clean pane of glass over the flats or seed pans. If the sun strikes the glass, place over it a single sheet of newspaper. Always keep the seed bed moist, but not wet. Do not sow the seeds too closely, as they are to attain three or four leaves before transplanting. The glass should be removed as soon as the seeds have sprouted. The young plants should be transplanted as soon as possible into flats, spacing them one inch apart.

Petunia seeds should be sown out four months before they are marketable.

Petunia seeds sowed out in this sterilized soil will germinate 100% and the young plants will grow faster and be more vigorous. Also, you will not be bothered with weeds and fungi. These seeds are cleaned by a process where only the fertile kernels are selected. Ants will carry off the seeds if they have any access to same. Snails will eat the young seedlings—a great many in one night. For this reason seed boxes should be placed so that snails and ants are unable to reach them. Most of the loss of the seeds occurs in this way. We would suggest in this case that the seed box be placed on small blocks of wood, the blocks resting in jars or pans, the latter containing either oil or water. The ants or snails are unable to cross the oil or water, and so cannot reach the seeds.

If you have successfully raised Petunias from seeds before, use your own method. The above is given to those who are unacquainted with the handling of Petunia seeds.

San Leandro, Calif., October 5, 1934.

Mr. Richard Diener, Oxnard, Calif.

Dear Sir: Just a line to tell you how very beautiful the "Giant Pink Glory" Petunias were which I grew from your seeds. Never have I seen such lovely flowers, and they were so greatly admired by everyone who passed. A lady stopped today, asking where I bought my seeds, as she wished to buy some.

The Delphiniums, "Dreams of Beauty," were truly so. Many of the young plants I raised blossomed three times this summer.

Yours sincerely,
MRS. C. E. GREG.

HANDLING OF YOUNG PETUNIA PLANTS WHEN GROWING IN 3-INCH POTS FOR THE MARKET

In order to have large flowers and brilliant colors in three-inch pots, a good soil is absolutely essential for the young plants.

Following Are Directions for Preparing the Best Soil:

It is best to use an even mixture of leaf mould and old, rotten manure (four or five years old or from the hot bed). However, if no old manure is available, leaf mould will do. To a cubic yard of soil add a four-inch pot of fresh Portland cement, a five-inch pot of bone meal, a five-inch pot of dried blood and a regular water pail full of white sand. After mixing all of these ingredients, in a dry condition, run them through a fine screen. It is best to let this soil lie in the open in the shade of a tree or at the north end of a building to ferment for at least three months before using, but which is not absolutely necessary.

Do not add anything else, as this is the best mixture for proper results. Do not use powdered sheep manure, chicken manure or fish meal, for these ingredients act as poison to Petunias. When transplanting, the young plants should be planted so that just the root part reaches into the soil. If poor soil is used, plants will be spindly, flowers small and colors bleached out. This has been the cause of many complaints in regard to the Petunias not being large. You cannot raise good plants in poor soil in three-inch pots. Many mistakes are made in that the seedlings are set too deep. It is very essential to be careful in transplanting so that only the roots are under the ground, as when planted too deep they take much longer to start growth and many will damp off.

My Petunias should not be pinched back when young, as they are naturally stocky and of dwarf growth, which I have accomplished by years of careful selection in that direction.

I receive thousands of questions from my customers every season in regard to growing and cultivating Petunias best, and as my time is continually taken up in my work, I have tried to cover the most important of them in this article. However, there is an excellent book on the market in which nearly all the questions which are asked me are clearly explained. The name of this book is Fritz Bahr's Commercial Floriculture, which you can obtain by sending to me. (See the book page at the end of catalogue.)

Joliet, Illinois, October 19, 1934.

Mr. Richard Diener, Oxnard, Calif.

Dear Sir: Just a few lines to thank you for the best seeds I ever bought from anyone. One Dahlia, I think, is a rare color—ruby with a faint silver sheen at tips. If anyone has anything that will beat this one I surely would like to see it.

Yours truly, CHARLES MARION.

* * *

Manchester, Tennessee, Jan. 5, 1934.

Mr. Richard Diener, Oxnard, Calif.

Dear Sir: We find your Petunia seeds to be the best we have ever had, the blossoms the finest we have grown.

Yours truly, MRS. I. B. SMOOT.



No. 38. IN 3-INCH POTS

Lima, Ohio, January 8, 1934.

Mr. Richard Diener, Oxnard, Calif.

Gentlemen: Want to thank you for the past service and results received from your seeds which was excellent. Our Petunias were the admiration of Lima.

Sincerely, A. MUELLER & SON.
* * *

Buffalo, New York, January 17, 1934.

Mr. Richard Diener, Oxnard, Calif.

Dear Sir: Would like to comment and give praise to the wonderful Petunias grown from your seeds. The double frilled were liked most by our friends. Had one that looked more like a Carnation. After my first seeds from you I bought seeds from different parts of the country, Germany and France, but none in comparison to yours. The double Shasta Daisies all bloomed last year and were beyond expectation. The Amaryllis seeds all germinated, 23 in all.

Yours truly, FRANK X. HUPF.

LILIU (Philippinense Formosanum)

A new lily from the Philippine Islands which flowers six months after sowing. Large, trumpet shape, white flowers with a great many blooms to a stem. This grows five feet tall. Is hardy and easy growing everywhere and one of the most showy lilies in existence. It is best to sow out these seeds first in flats and give them only a light covering. When seedlings have a few leaves about two inches long transplant into the open, one foot apart. Flowers in the Fall.

Package 50c 6 packages \$2.00
Bulbs (flowering size) 30c each; 4 bulbs \$1.00

WATSONIA SEED, MIXED

Watsonias are related to the Gladiolus, only much taller and more profuse in flower. They flower in February and March and cannot be raised outdoors where it snows or freezes hard, only in the semi-tropical zone or in greenhouses. They are excellent as cut flowers. Mine are the most up-to-date hybrids and come in all shades such as Gladiolus, except blue and yellow. The flowers are about three inches in diameter. Sow out like gladiolus seeds.

Sample pkg. 50c Trade pkg. \$1.00
(Larger amounts on request.)

Oakland, Minnesota, January 31, 1935.

Mr. Richard Diener, Oxnard, Calif.

Dear Sir: Last year was my first experience in growing your Petunias and it was the pleasantest Petunia experience I ever had. I bought a sample package of Giant Pink Glory and it came as carefully wrapped as though it were gold, in a way it was. Seeds were sown in an 8-inch clay pot of sterilized soil, kept moist and reasonably warm, and in a few days dozens of tiny fellows were up and ready to transplant in a short time. I kept one dozen plants for myself and sold to my customers $7\frac{1}{2}$ dozen.

When those Petunias started blooming people went wild, besieging me for more plants. Of course I didn't have them. I never saw such a gorgeous pink shade. Some were enormous, and in spite of terrific scorching winds, temperature of 106-109 in May and drought all season, those Petunias never knew anything about it and were a mass of bloom when things froze up in the late fall.

Yours very truly,

MRS. FRANK LEININGER.

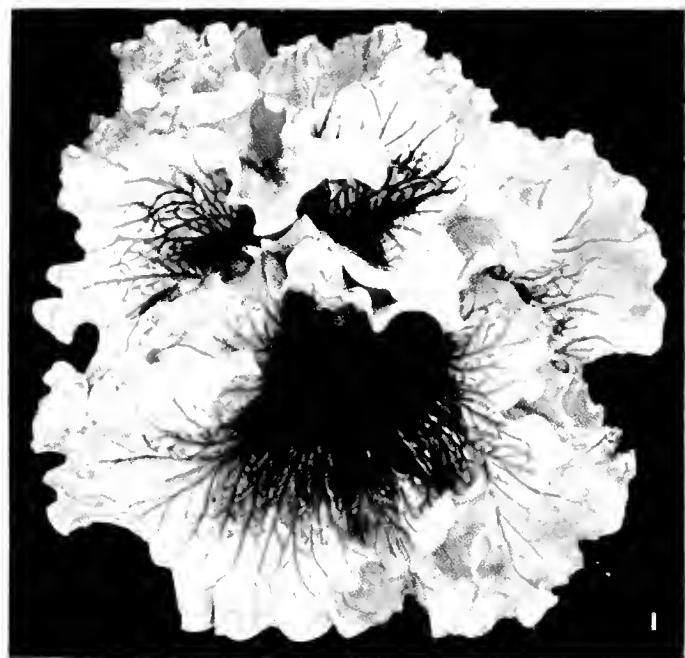
* * *
Hazel, Kentucky, March 15, 1935.

Mr. Richard Diener, Oxnard, Calif.

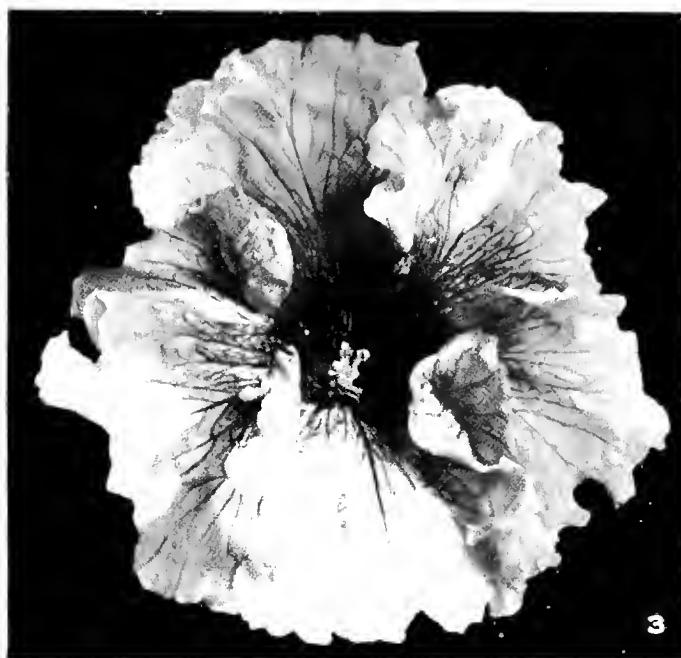
Dear Sir: In the summer of 1933, while my daughter was attending the Century of Progress Exposition, she purchased for me a package of your Ruffled Monster Petunia seeds. I have always been a lover of flowers, having grown many kinds during the past 48 years, and have been successful in a small way, but had never been so fortunate as to grow the lovely monster Petunias, so it was with some doubts that I planted your seeds. But I very carefully followed directions and divided the seeds into two plantings, and I believe three would have been better as I had more plants than I knew what to do with. Such fine, healthy plants and such gorgeous blooms! I had them in pots, boxes and beds, and how I did enjoy them.

Yours sincerely,

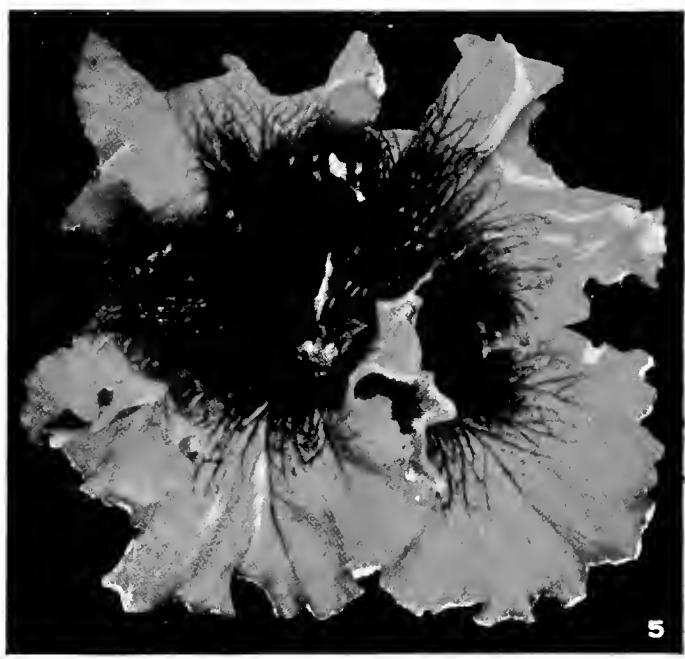
MRS. BETTIE MILLER.



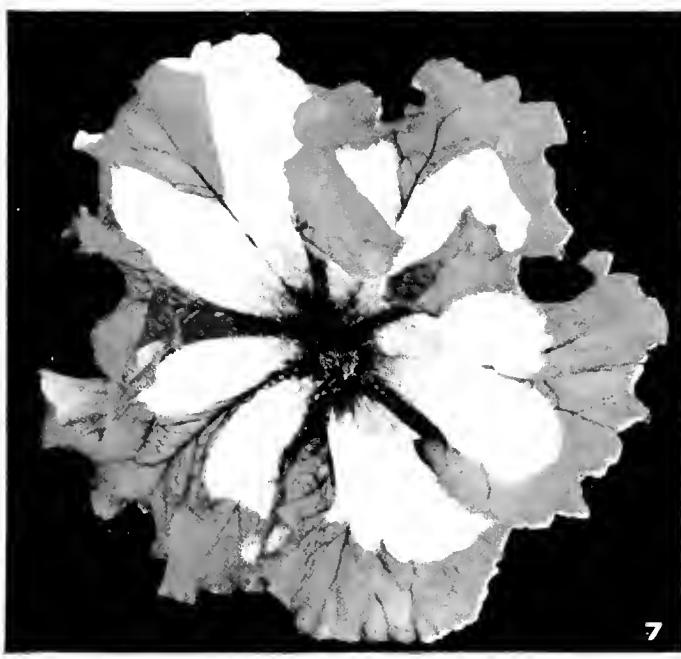
1



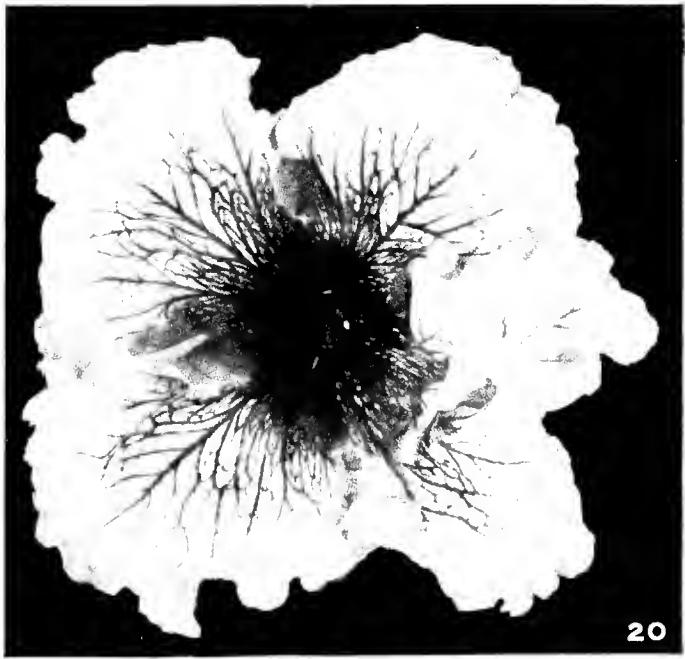
3



5



7



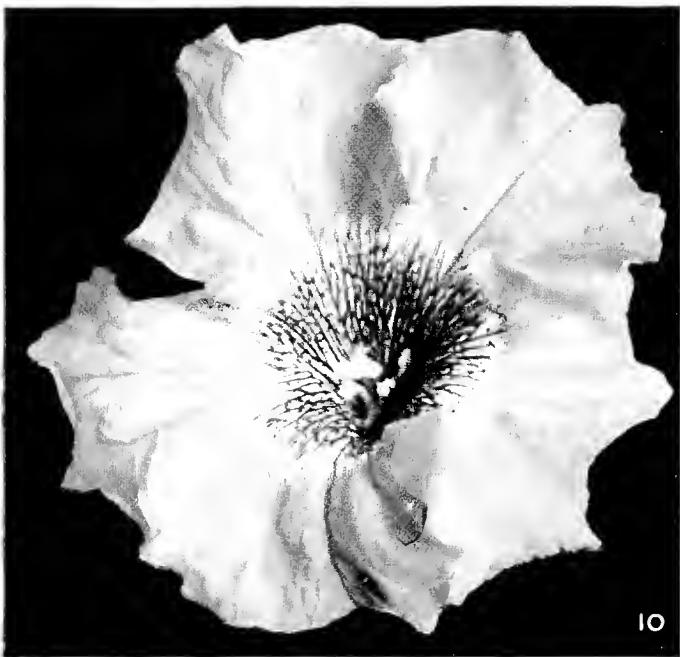
20



41



4



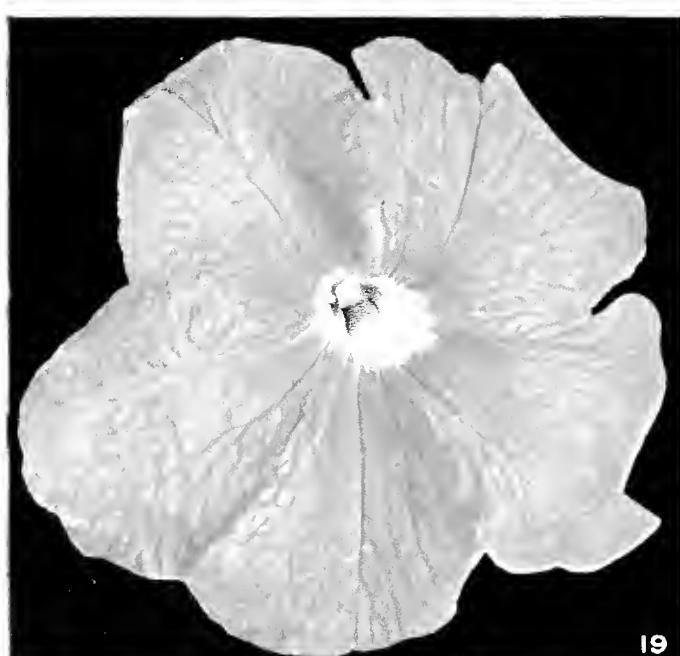
10



13



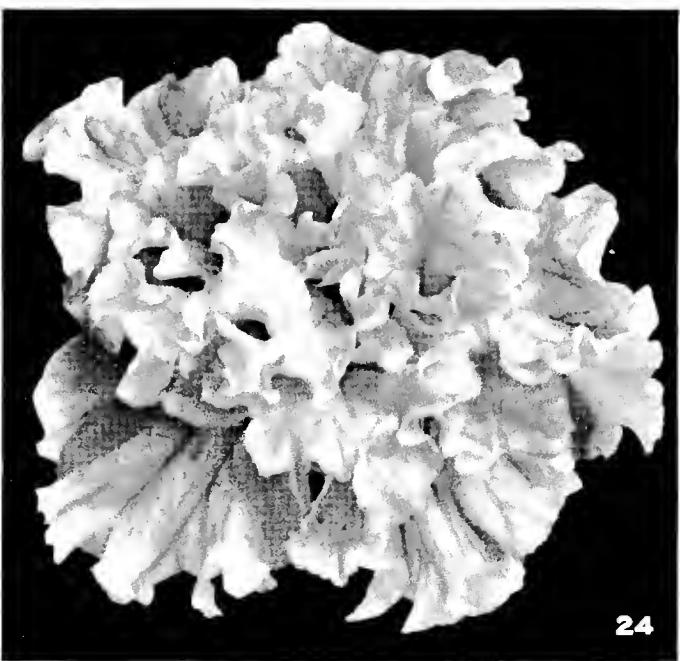
15



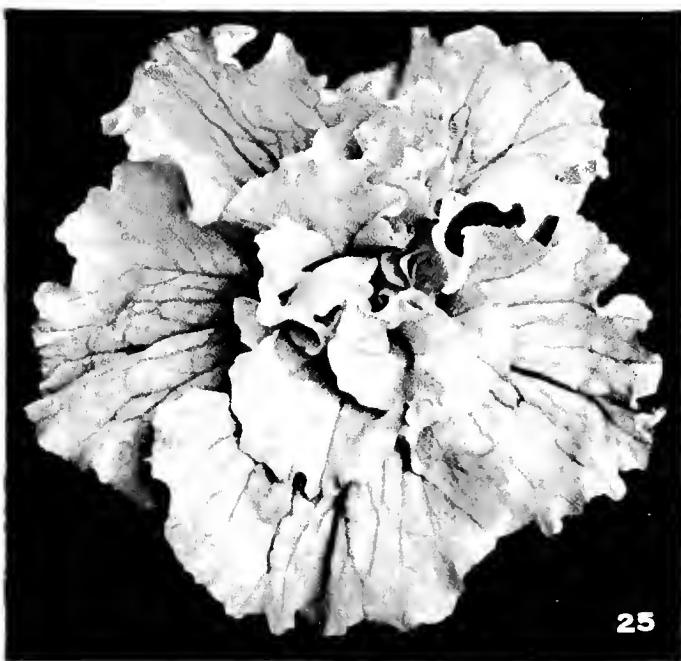
19



46



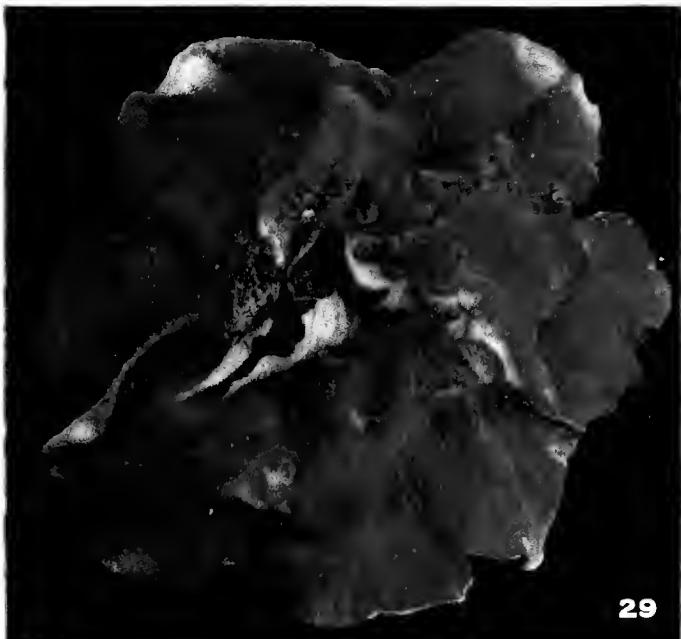
24



25



26



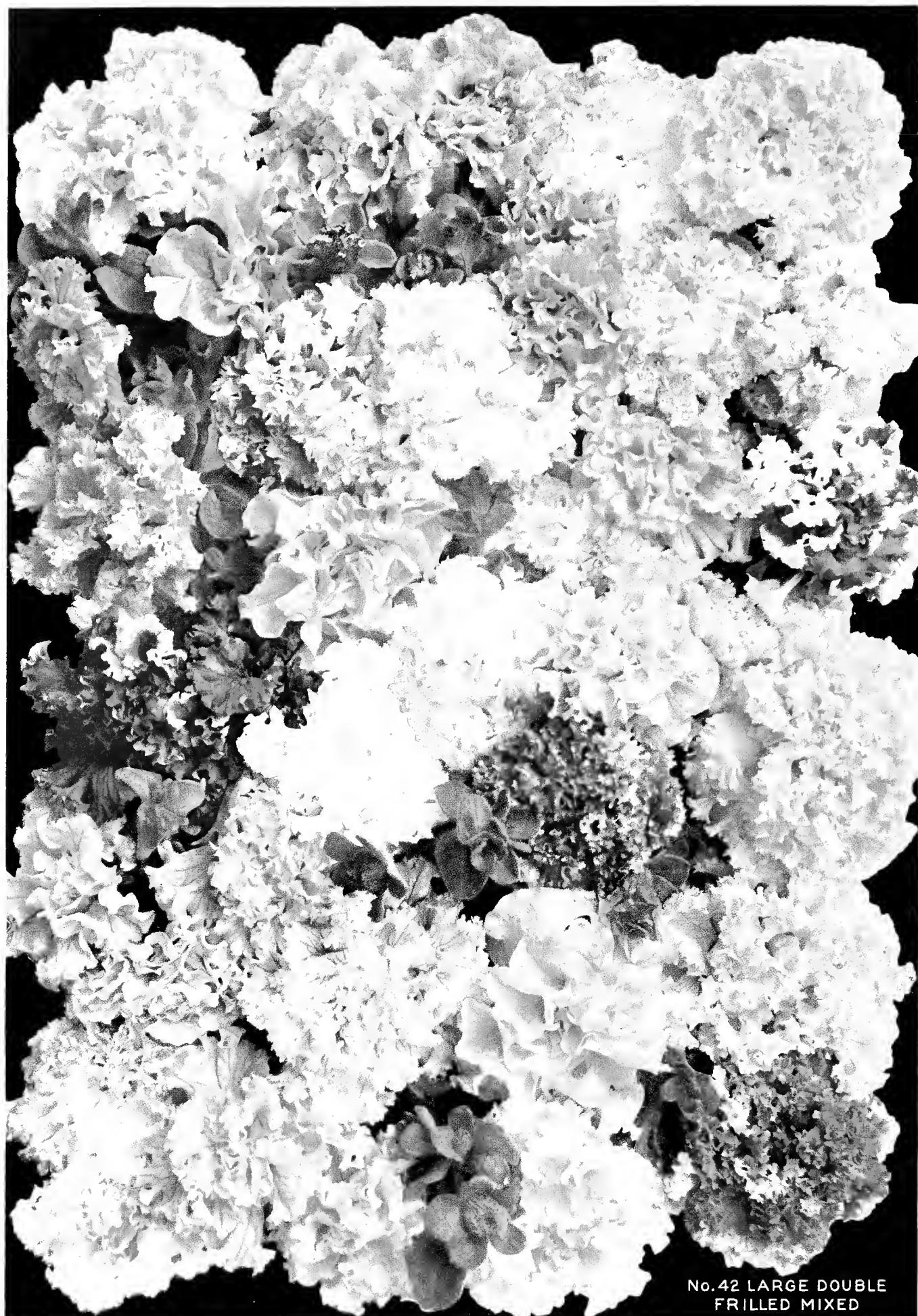
29



38

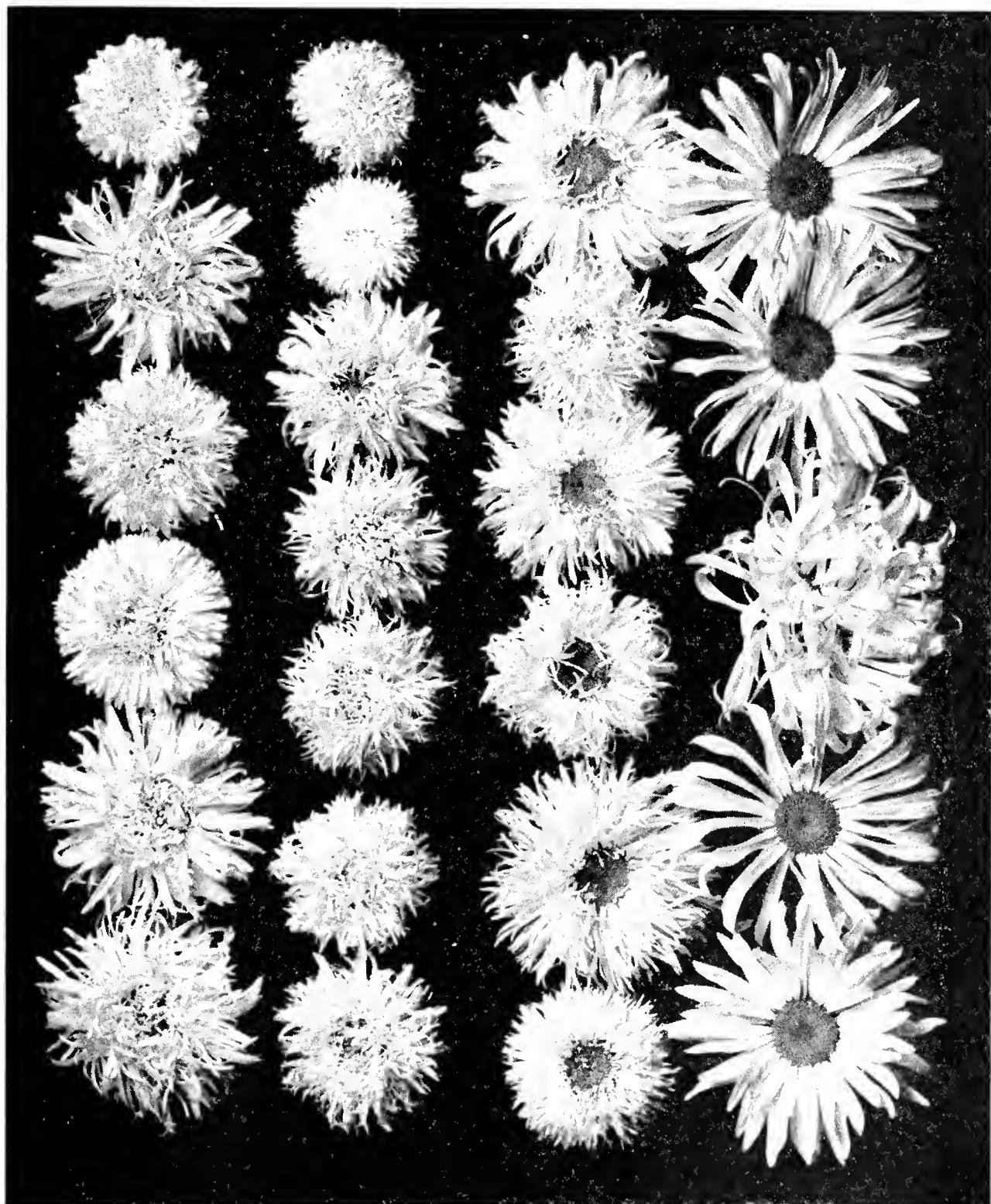


44

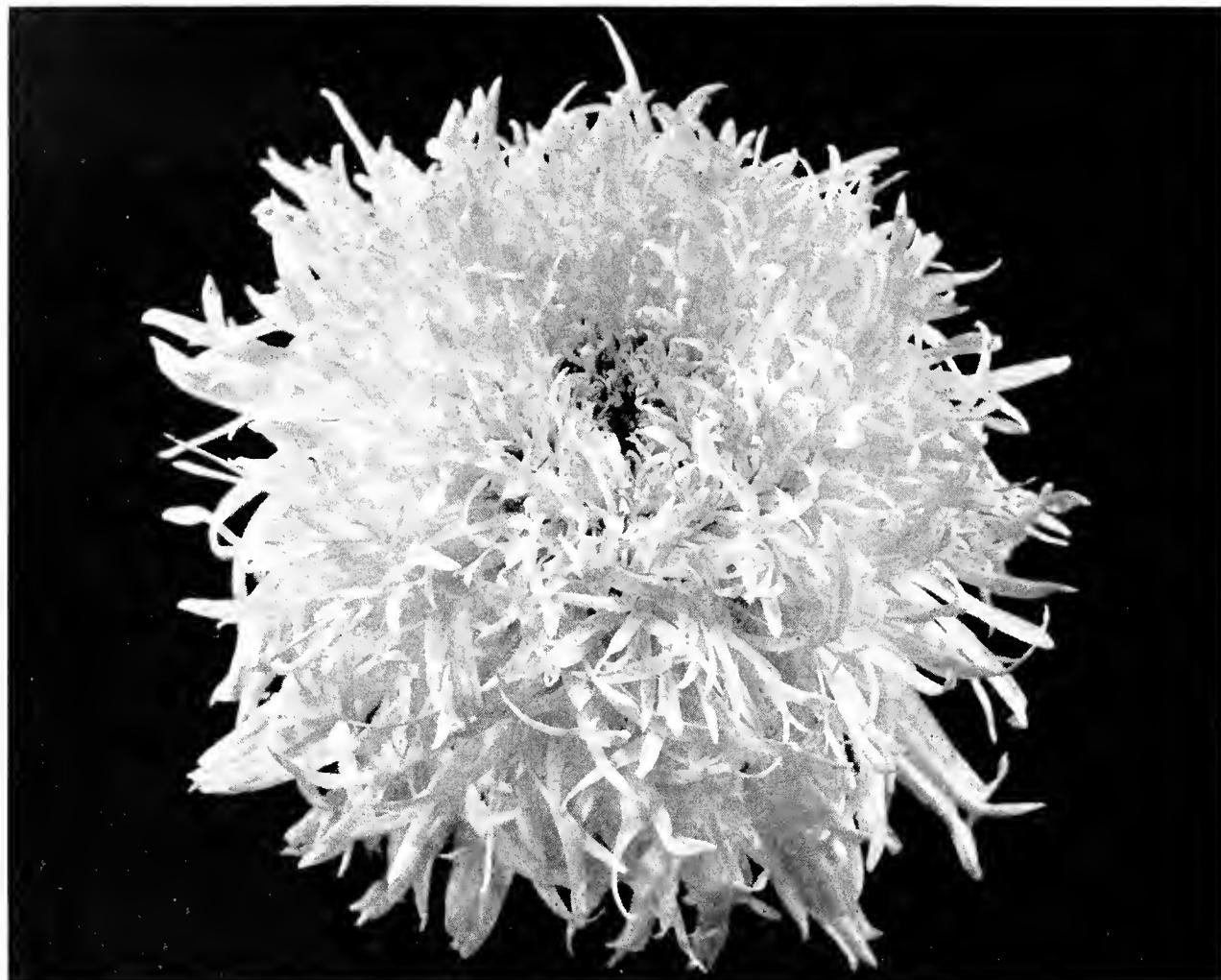


No. 42 LARGE DOUBLE
FRILLED MIXED

RICHARD DIENER, OXNARD, CALIFORNIA, U. S. A.



SOME TYPES OF DIENER'S NEW SHASTA DAISY HYBRIDS
Singles Measure 7 Inches Across



DIENER'S NEW ALL-DOUBLE SHASTA DAISY SEEDS

SHASTA DAISIES

Following are my latest Shasta Daisy creations which will be a sensation for the next few years. Their culture is the simplest possible and as white flowers are now so popular, no one can go wrong in growing them. The Double, Semi-double and Large Broad Petaled Singles always draw attention. Raise all you can, there will be no two alike; save the most unusual types for propagating by dividing and work up a stock of the finest in the lot.

Directions for Sowing: Sow the Shasta Daisy seeds in a cold frame in light soil containing some sand. Cover the seeds very lightly with the same soil, just enough to cover them, and keep moist. Shade the seed bed with either cheesecloth or muslin until they are up. When large enough to handle, plant them in the open in well fertilized ground twelve to fifteen inches apart. In localities where it is very cold it is advisable to cover them with straw or leaves during the cold weather. In the second year the flowers reach perfection.

DIENER'S NEW GIANT WHITE DOUBLE SHASTA DAISY

Package 25c 6 packages \$1.00 1/8 oz. \$6.00

(Larger amounts on request)

DIENER'S ALL-DOUBLE SHASTA DAISY NEW, MIXED

As you see them in the accompanying picture, of many varieties, mixed.

Package \$1.00 6 packages \$5.00

DIENER'S NEW GIANT SEMI-DOUBLE LONG-STEMMED SHASTA DAISY

Package 25c 6 packages \$1.00

DIENER'S NEW GIANT SINGLE BROAD PETALED SHASTA DAISY

Very large on long stems.

Package 25c 6 packages \$1.00

DIENER'S NEW SHASTA DAISIES

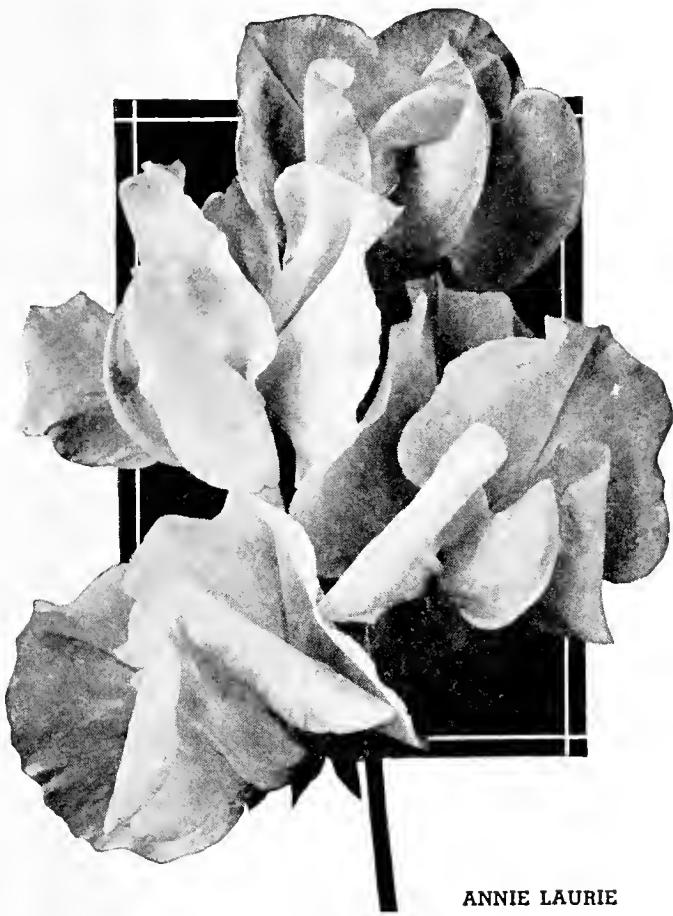
Single, Semi-double and Double, mixed.

Package 25c 6 packages \$1.00

DIENER'S SHASTA DAISY, BROAD PETALED, "Earliest of All."

Single, broad petaled flowers five inches across. This variety flowers continually from early spring until frost. Here in California it flowers the whole year around.

Package 25c 6 packages \$1.00



ANNIE LAURIE

SWEET PEAS

(Early or Winter-Flowering)

Per Pkg.

	Per Pkg.
No. 1. PENROSE.—Clear rose to rose pink. An unusually fine variety.....	\$.25
No. 2. CHEVALIER.—Rich rose; beautiful color and magnificent size.....	.25
No. 3. ANNIE LAURIE.—Pure rose pink, large flowers25
No. 4. BURPEE'S SALMON.—Beautiful rich sal- mon, large blooms. Vines bloom profusely. (35 seeds).....	.65 3 packets.....
No. 5. MRS. KERR.—Beautiful salmon shade. A perfect flower and a great favorite.....	.25
No. 6. BURPEE'S ORANGE.—Bright orange, large flowers and extremely popular.....	.25
No. 7. FLAMINGO.—Bright rich salmon-pink. Wings of orange-pink blending into sal- mon-pink effect. Flamingo is good any season25
No. 8. WHITE ROSE.—Pure white, long stems. Very full appearing almost double.....	.25
No. 9. SNOWSTORM IMPROVED.—Unusually large white flowers. Long, strong stems....	.25
No. 10. BURPEE'S WHITE.—Large pure white blooms of heavy substance on long, wiry stems. Have a rich fragrance. (35 seeds)....	.25 3 packets .65
No. 11. GLORIOUS.—Warm rosy purple flow- ers on long, stiff stems.....	\$.25
No. 12. BURPEE'S LAVENDER.—Lovely light Wisteria-lavender. An appealing rich yet soft tone, large flowers.....	.25
No. 13. MAUVE BEAUTY.—Rosy mauve, much admired, large flowers.....	.25
No. 14. BLUE JACKET.—Rich, dark navy blue. Large, elegantly waved blooms.....	.25
No. 15. FELICE GUNTHER.—Clear, true Cam- bridge-blue. Long stems and vigorous growth. (35 seeds).....	.25 3 packets.....
No. 16. MARY LOUISE BOK.—One of the finest clear blues. Large flowers and of vigorous growth25
No. 17. MAROON PRINCE.—Deep reddish ma- roon. Large flowering, long stemmed, free blooming25
No. 18. ILLUMINATION.—Bright salmon cerise with delicate orange suffusion. Always at- tract attention. Brighter under artificial light	.25
No. 19. FIRE KING.—Brilliant fire-red. An unusually rich color and large flowers.....	.25
No. 20. GLITTERS.—Bright orange scarlet. Startlingly beautiful and always compels attention. Fine, long stemmed sprays.....	.25
No. 21. ORIENTAL.—Pleasing true cream color on long, strong stems.....	.25
No. 22. CANARY BIRD.—Cream or primrose. Large flowers of fine form and elegantly placed25
No. 23. PEACHBLOW.—Clear rose pink on cream. Large, well formed flowers, frilled. Very popular, good florist variety.....	.25
No. 24. PEERLESS PINK.—Glowing pink on cream ground. Fine combination of colors and large flowers. An ideal florist variety	.25
No. 25. BELLE.—Delightful shade of rose pink on cream background. Large flowers on long stems. Very attractive.....	.25
No. 26. GIANT ROSE.—Very large rose pink variety with waved blooms on long stems	.25
No. 27. BURPEE'S GIANT PINK.—Beautiful pink blending with soft rose. Vigorous grower and exceptionally free flowering.....	.25
No. 28. MRS. CALVIN COOLIDGE.—Glorious bright salmon pink. Very large blooms and gracefully waved25
No. 29. CHEERFUL.—Rich salmon-cerise shade. Graceful and showy blooms on long stems25
No. 30. GLEAM.—Lovely new shade, clear geranium pink with suffusion of cherry pink. Large, well frilled flowers.....	.25
No. 31. GEORGE W. KERR.—These beautiful bright orange blooms are sure to appeal to everyone. Plants of vigorous growth with long flower stems. A prize winner where- ever exhibited25

	Per Pkg.
No. 32. RED BIRD.—Bright crimson red blooms with velvety sheen of brilliant tyrian rose....	\$.25
No. 33. GRENADIER.—An outstanding sweet pea on account of its rich color, brilliant Poppy-scarlet. Spikes are elegant and long stemmed. Always in demand.....	.25
FINEST MIXTURE.—This includes the many named varieties of early flowering sweet peas. The different colors are properly blended to produce a most harmonious and pleasing effect.....	.25
MIXTURE. Per ounce 75c Per pound \$10.00	

Directions for Sowing: In order to get best results with sweet peas they should be soaked in water from eight to ten hours and then plant them immediately. When the plants are up place a wire netting directly behind them, about four or five feet tall, and train them over this. The seeds should be planted very shallow.

Note: Each package of Burpee's Salmon, Burpee's White, and Felice Gunther contains about 35 seeds (being special varieties) while the other varieties contain about 95 seeds.

THALICTRUM DIPTEROCARPUM

A hardy perennial from China. Grows four to five feet tall, making very graceful plumes of rosy purple and conspicuous yellow anthers. Unexcelled as a cut flower as well as for bedding.

Trade pkg. 25c 6 pkgs. \$1.00 ½ oz. \$1.75
1 oz. \$3.50

NUDICAULE (Iceland Poppy)

Diener's Improved. Mixed

After careful crossing and selection I herewith offer an unexcelled strain of this valuable cut flower and bedding gem with larger flowers, longer stems, more flowers to the plant and a healthier plant than the old type. Such wonderful, clean colors in orange, salmon, flesh and many intermediate pink colors instantly take the fancy of discriminating flower lovers. These are first class money makers and are quick and easy to raise. Sow out now for your winter benching and bedding. Flowering plants in three-inch pots sell like hot cakes.

Sample pkg. 25c Trade pkg. 50c
6 Trade pkgs. \$2.00

(Larger amounts on request.)

SCABIOSA

(Grandiflora Fl. Pleno) (Annual Double Sweet Scabiosa)

This is a mixture of the largest and finest double Scabiosa with strong, straight stems, three to four feet long. It is an unexcelled summer cut flower, which is sown right where you want it, best in rows.

All Colors Mixed.....Package 10c 6 packages 50c

LEPTOSYNE MARITIMA

(Sea Dahlia)

A Dahlia species growing wild along the ocean of Southern California, with yellow flowers like Marguerites. Flowers are single and three to four inches in diameter with eighteen-inch long stems. These seedlings flower when two months old, bringing an abundance of blooms. They should make fine cut flowers when under glass.

Package 15c 4 packages 50c

NEW MIXED COLORS IN DOUBLE NASTURTIUMS

Giant, double, fragrant, new colors in many soft shades to deep brilliant red. These have long stems and are excellent for cutting as well as for garden decoration. Don't fail to have them in your garden for the summer to come.

All New Colors, Mixed Package 25c 6 pkgs. \$1.00

NEW DOUBLE SWEET-SCENTED NASTURTIUM

"Golden Gleam"

An outstanding novelty. The color is golden yellow. The flowers have stems six inches in length which makes it a fine cut flower. Continuously full of flowers. Excellent for bedding and pot plants and for forcing. Very sweet scented.

Package 15c 6 packages 75c

TRITOMA

(Diener's Hybrids) (Red Hot Pokers)

Tritomas are some of the most showy plants we have and attract much attention. My hybrids are the largest in height and length of flower clusters. Stems range from four to six feet tall. The colors are yellow, coral, orange and scarlet. In very cold climates these plants should be taken out of the ground and stored like Dahlias in the cellar through the winter. The seeds take from four to six weeks to come up and should be kept very moist.

Trade pkg. 25c 6 Trade pkgs. \$1.00

TRITOMA RUFA HYBRIDS

Tritoma Rafa is a small ever-flowering variety which I crossed with the others and obtained a strain which flowers almost continually. They are very free-flowering, making stems two to three feet long. Very valuable for cut flowers and bedding.

Directions: Sow Tritoma seeds out in boxes or pans filled with sandy leaf mould. Cover 1/6 of an inch with the same soil and keep moist and shaded. They will not come up for six weeks.

Package 25c 6 Packages \$1.00

DIENER'S DELPHINIUM HYBRID PERENNIALS

"Dreams of Beauty"

The largest and most perfect strain of Perennial Delphiniums so far produced. They have grown to perfection in Alaska and the tropical climate of Central America as well as the United States and Canada.

The color combinations are exceptionally beautiful and the name, "Dreams of Beauty", is ideal for them, as you will agree when you see them in flower. These Hybrids bring immense flowers on slender, wire-like stems with laterals. This is the best disease-resisting strain today, as it is little affected by black rot and mildew. The flowers have a wide range of colors, from pale sky blue and all shades of blue to deep indigo blue in single, semi-double and double. All colors are iridescent and alive. No pale, washed-out shades are found in this strain. Many have pink fillings. For commercial growers they are sure money makers.

Sample pkg. 50c Trade pkg. \$1.00 $\frac{1}{2}$ oz. \$2.50
1 oz. \$5.00 1 pound \$60.00

Directions for Sowing: Make a soil of leaf mould with a little sand and sift through a screen. Place this soil three inches deep in a box or bed and smooth the surface of the soil with a flat board. Then sprinkle the seeds over the surface and press them into the soil with the board. Do not cover with any soil or at least very lightly, not more than the thickness of the seeds, as they will not come up if too heavily covered. Moisten the soil with a fine sprinkler and cover the seed bed with burlap. Sprinkle the burlap two or three times each day to keep moist. Remove the burlap about eight to ten days after the seeds are up and keep the soil moist at all times. Under no condition should you use a fertilizer of any kind in this seed bed. Keep snails or slugs away by making a ring around the seed bed, with air-slacked lime. Keep the young seedlings shaded with cheesecloth.

West Springfield, Mass., July 24, 1935.

Mr. Richard Diener, Oxnard, Calif.

Dear Sir: Planted in our greenhouse during this last January "Dreams of Beauty" Delphinium seeds. We are now cutting "wonderful blooms" from the field.

Yours truly, LARONE FLOWER GARDENS.

* * *

Saskatoon, Saskatchewan, Canada,
February 8, 1935.

Mr. Richard Diener, Oxnard, Calif.

Dear Mr. Diener: I got a package of your Delphinium seeds a year ago. Sowed the seeds on Easter Monday and the third week in August one of the seedlings took the prize as best spike in our horticultural show. Some seedlings reached a height of six feet by September 1.

With best wishes, WALTER J. WESTON.

* * *

Enterprise, Alabama, January 18, 1935.

Mr. Richard Diener, Oxnard, Calif.

Dear Sir: You will be interested to know that Double Shasta seeds purchased from you two years ago came through in fine shape and that we now have a nice bed of this really very beautiful daisy, which attracts attention of all visitors.

Very sincerely, J. H. SINGLETON.



FLOWER SPIKES, FOUR FEET HIGH
Cut from Six Months' Old Seedlings

Meadow Brook, Santa Rosa, Calif., Dec. 7, 1933.
Mr. Richard Diener, Oxnard, Calif.

Dear Sir: Just a line to let you know how the seeds purchased from you are doing for us. The Delphiniums "Dreams of Beauty" are just what you christened them and are admired by some but envied by most. The statice was just fine and have large bunches hung up for winter decorations. Last year we did not renew our Petunia seeds and, believe it or not, they came through the hard winter we had here and bloomed fine all summer and are still in bloom at this writing.

Yours sincerely,

REGINALD S. KNIGHT.

GERBERA JAMESONI

(Diener's Hybrids) (Transvaal Daisy)

The Gerbera seeds I am offering here are the acme of perfection and you could not get anything better anywhere. The colors are brought to the highest perfection and run from snow-white to many shades of light pinks, yellow, apricot, lavender to the highest scarlet, with stems from two to three feet long and very free flowering. They are the daintiest flowers for vase and decorations and have the best lasting qualities. Gerbera seeds will not germinate after they are four to six months old. I harvest the seeds all year and will send only freshly harvested seeds. Every seed should germinate.

Few people know that Gerberas will stand zero weather in the open if they have been planted out in May and grown all summer in the open. They should be planted in cold frames so that if the temperature goes below zero they can be covered with straw, leaves, manure, or pine branches to the thickness of a foot. I believe many will find out that they can easily grow them where they thought it impossible to grow them before. Plant on well-drained land and do not fertilize in any way. Common ground is the best for them, although they like leaf mould if obtainable. If the plants appear to be poor use tobacco stems cut to 3- or 4-inch lengths and scatter on the ground around the plants. This will make a mulch and will be very beneficial to the plants. If the soil should be dry they will stand plenty of water.

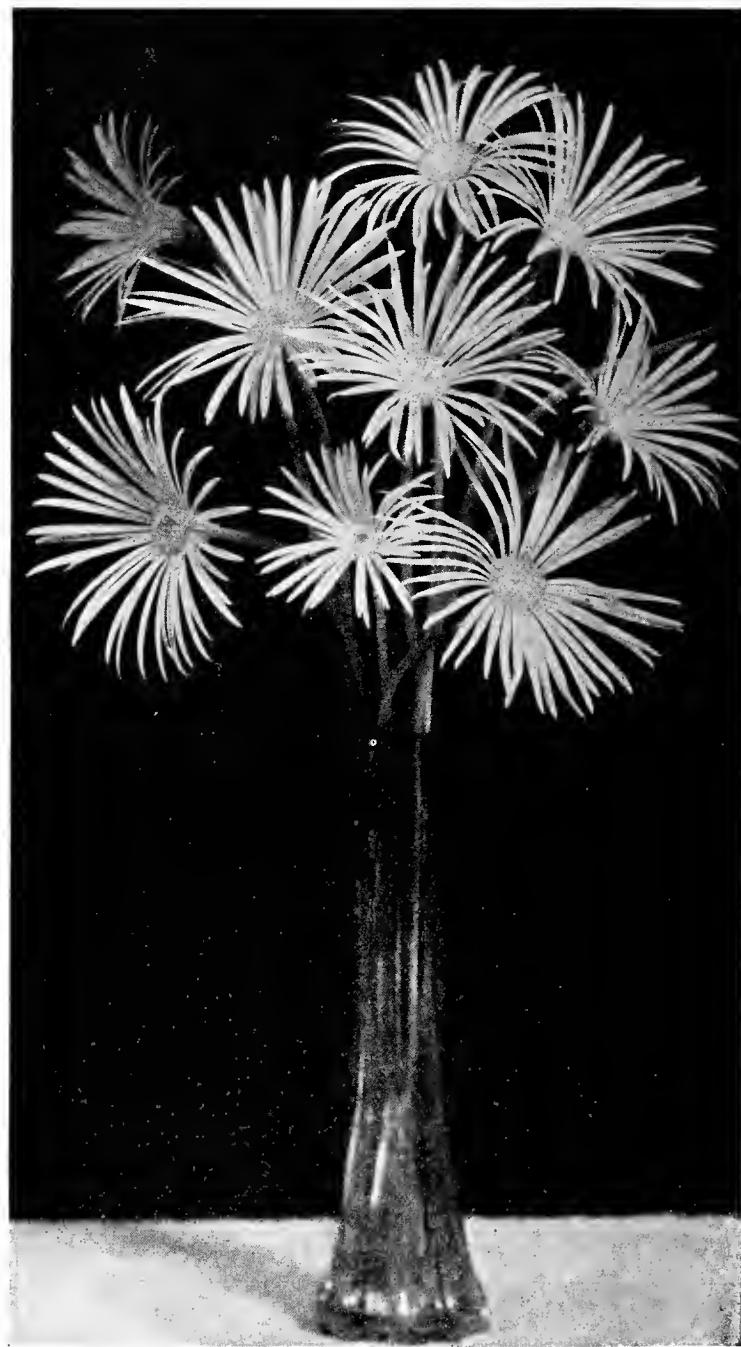
These Gerbera seeds can be had in separate shades of Red, White, Yellow and Pink as well as the mixture.

Pkg. 25c 1/16 oz. (about 500 seeds) 75c

1/8 oz. \$1.25 1/4 oz. \$2.00 1/2 oz. \$3.50
1 oz. \$7.00

DIRECTIONS FOR SOWING GERBERA JAMESONI

In those parts of the country where only light frosts are liable to occur, it is all right to sow Gerbera directly in the open, in rows one foot apart. Smooth the soil, then press the surface over with a flat board. Then draw the rows with a pencil so that the furrow is not deeper than one-fourth inch. Drop the seeds into the furrows, about three seeds to an inch, and close the rows by pushing the soil over them sideways with a flat piece of board, the less soil over the seeds the better, for if they are too far under the surface they cannot come up. Water and cover with a frame made of cheesecloth shading. A light shade is necessary to bring the seeds up quickly. Keep the soil just moist, don't soak it, for they do not want much water. They should be kept in the place where sown without transplanting for at least four months. Then they should be planted in four-inch pots in rich soil or in the open, fifteen



GERBERA JAMESONI

(Diener's Hybrids) (Transvaal Daisy)

inches apart. Care should be taken that just the root part is in the ground, the heart must be above the soil. Planting in the open is best done in the fall. In cold climates it is best to sow them out in boxes filled with leaf mould soil in which some sand has been mixed and the soil must be at least four inches deep in the boxes. Here you may make the rows two inches apart and three seeds to the inch in the row. Leave the young plants in the boxes at least three months. Then either pot them or plant them in the open. They are semi-tropical and must be taken indoors where the ground freezes in the winter. When planted on benches in the greenhouse, they should be handled just like carnations and the temperature should be between 50 and 60 degrees, not over. They need plenty of light and air under glass. Gerbera is a perennial and after two or three years the plants can be divided up. Always keep them free from weeds.

MASTODON PANSIES

JUMBO MIXED (New).—These Pansies will bring gigantic flowers without any special effort, measuring up to $4\frac{1}{4}$ inches in diameter. They have a wide range of colors in all shades of the rainbow.

Pkg. 25c 1/32 oz. 85c 1/16 oz. \$1.25 1/8 oz. \$2.25
 $\frac{1}{4}$ oz. \$4.25 1/2 oz. \$8.25 1 oz. \$16.00

SEA BLUE (New).—The most beautiful shade of blue we have ever seen. Very large.

Pkg. 25c 1/16 oz. 75c 1/8 oz. \$1.25 1/4 oz. \$2.50
 $\frac{1}{2}$ oz. \$4.75 1 oz. \$9.00

MIRACLE MIXED.—Finest types of our strains, latest novelties.

Pkg. 25c 1/16 oz. 65c 1/8 oz. \$1.00 1/4 oz. \$2.00
 $\frac{1}{2}$ oz. \$3.75 1 oz. \$7.00

MASTERPIECE MIXED.—Long stems. Best for Cut Flowers.

Pkg. 25c 1/16 oz. 85c 1/8 oz. \$1.50 1/4 oz. \$2.75
 $\frac{1}{2}$ oz. \$5.25 1 oz. \$10.00

GREENHOUSE SPECIAL MIXED.—Fine market strain.

Pkg. 25c 1/16 oz. 50c 1/8 oz. \$1.00 1/4 oz. \$1.50
 $\frac{1}{2}$ oz. \$2.75 1 oz. \$5.00

GOLDEN GATE.—A monster golden yellow.

MLLE. IRENE.—A henna red type, new to Pansies.

VULCANO.—Burgundy red, long stems.

ISABELLE.—A ruffled bronze and yellow.

Price of each of the four above varieties:

Pkg. 25c 1/16 oz. 65c 1/8 oz. \$1.00 1/4 oz. \$2.00
 $\frac{1}{2}$ oz. \$3.75 1 oz. \$7.00

PANAMA PACIFIC.—A large yellow.

PARISIAN YELLOW.—A pure yellow.

BRONZE.—Very large. Many shades.

WHITE.—(Dark Center). Very large.

BLACK.—Nearly all jet black.

GRAND DUKE MICHEL.—The largest all-white Pansy.

MADAME STEELE.—Elks' purple; immense blooms; a perfect self.

MADAME PERRETT.—Bordered white; colors—pink, wine and red.

PRINCE HENRY.—A splendid dark blue.

IMPROVED BEACONSFIELD.—A fine bluish purple with a distinct lavender tinge.

ADONIS.—Light blue and lavender shades.

Price of each of the eleven varieties named is:

Pkg. 25c 1/16 oz. 50c 1/8 oz. \$1.00 1/4 oz. \$1.75
 $\frac{1}{2}$ oz. \$2.75 1 oz. \$5.00

Other prices: Your choice of any of the above 21 varieties at:

5 packages, assorted colors.....	\$1.00
All 21 varieties (1 pkg. each).....	4.00

"400" MIXED.—A super Swiss strain. Grand in size, form, color and substance. Huge jewels of velvet and red and gold, with variations of those colors, including shades entirely new.

Pkg. 25c 1/16 oz. 85c 1/8 oz. \$1.25 1/4 oz. 2.50
 $\frac{1}{2}$ oz. \$4.75 1 oz. \$9.00

PANSY SEED

The above list of Pansies is made up of some of the world's finest varieties and you may be sure of getting full satisfaction at a very reasonable price. If you have raised only the common kinds, try a few of the ones I offer here and you will be surprised at their size and wonderful colors.

How to Sow Pansy Seeds—Sow the seeds in a cold frame in light soil without any fertilizer. Cover the seeds very lightly with the same soil and keep moist. Shade the seed bed with cheesecloth or a muslin screen, and as soon as all the plants are up remove the screen. Or you may sow them in a large pot or seed pan. During the fall is the best time to sow Pansy seeds.

GERANIUM SEEDS

We have a great many new hybrids which will be put on the market later. The flowers are twice and more in size than the varieties now. The clusters are much larger as well. The colors are mostly flame red. There won't be two alike and every one is new.

Package 50c	6 packages \$2.00
	1 oz. (about 3600 seeds) \$25.00

FREESIA SEEDS

These are from my own hybrids. They run mostly in lavender, blue, purple, yellow and white. There are some among them with reddish and pink tints. Flowers mostly double the size of the regular kinds and even larger. They have long stems and I believe there is nothing better in existence. I am increasing the stock from some of my finest and largest seedlings of the last few years and the seeds are taken from these. If sowed out early, many will flower five to six months after sowing.

Pkg. 25c 1/2 oz. 50c 1 oz. \$1.00 1 lb. \$15.00

Directions for Sowing: Sow the seeds right out in the open in subtropical and tropical localities. Put them in rows, twelve inches apart and about three seeds to the inch in the row. Cover the seeds with a good, rich soil one-quarter inch deep. In cold climates, sow them out in boxes or seed pans, placing the seeds about one inch apart and one-fourth inch deep. Leave them there until the leaves have dried up, say about five to six months, and by that time they will have formed nice bulbs, which will bring large flower spikes the following winter.

Fresno, Ohio, January 4, 1935.

Mr. Richard Diener, Oxnard, Calif.
 Dear Sir: Please find my order enclosed for Petunia seeds. This is the third year that I ordered Petunia seeds from you and people who come to my greenhouse cannot get through talking about such wonderful Petunias.

Yours truly,
 ARCHIE HAMILTON.

ASTERS

We are offering the following varieties of Fusarium wilt-resistant strains of Asters which we believe will be practically immune to this disease and we feel sure that by using this seed many disappointments due to crop failures will be eliminated.

EARLY BEAUTY

Crimson	Package \$.15
Lavender	" .15
White	" .15

BEAUTY CARMINE ROSE

Carmine rose.....	" .15
-------------------	-------

UPRIGHT BRANCHING ASTER

Flesh Pink (Pink Enchantress).....	" .15
------------------------------------	-------

GIANT BRANCHING COMET ASTER

Royal purple	" .15
White	" .15

IMPROVED CREGO ASTER

White	" .15
Deep rose	" .15
Pink (shell pink).....	" .15
Violet	" .15

OSTRICH FEATHER

Deep rose	" .15
-----------------	-------

For all the above wilt-resisting varieties, quantity prices are as follows:

1/8 oz. 50c 1/4 oz. \$1.00 1 oz. \$3.50

(Larger amounts on request.)

IMPROVED NEW GIANT CALIFORNIA SUNSHINE

A novel and distinct type of Aster. The outer petals are twisted and quilled and surround a central cluster of florets, which are of a contrasting pale color. Wonderful cut flower and makes a striking decoration for large vases.

Mixed Colors Package \$.10

Quantity prices for the above are as follows:

1/8 oz. 35c 1/4 oz. 65c 1 oz. \$1.75

IMPROVED GIANTS OF CALIFORNIA

Blooming season from early July until killed by frost.

White, new, fine..... Package \$.15

Peach Blossom

Light Blue

Deep Rose

Dark Purple

Finest Mixed

One package of each of above at..... .60

Quantity prices for the above as follows:

1/8 oz. 50c 1/4 oz. \$1.00 1 oz. \$3.50

Auburn, Calif., October 17, 1934.

Mr. Richard Diener, Oxnard, Calif.

Dear Mr. Diener: I want to tell you just how much pleasure I have gotten out of the Pansies that came from your Jumbo seeds. This fall they are bigger and better than they have ever been and my friends have asked where I got the seeds. Your seeds are better than any I have purchased elsewhere.

Sincerely,
MRS. P. M. COOMBS.

EARLY BEAUTY TYPE ASTERS

Azure Fairy, azure blue or dark lavender	Package \$.15
Crimson	" .15

Peach Blossom	" .15
Purple	" .15

Rose, pleasing deep rose.....	" .15
September Beauty, flesh pink.....	" .15

White	" .15
One package of each of above.....	.60

Quantity prices for the above as follows:
 1/8 oz. 50c 1/4 oz. \$1.00 1 oz. \$3.50

EARLY FLOWERING TYPES

(Extra Early Express, or Early Wonder Aster)

These are the earliest blooming Asters. Flowers large and full of the Comet type (Dwarf).

Carmine Rose, new	Package \$.15
Crimson, new	" .15

Light Blue, new	" .15
Rose	" .15

White	" .15
Finest Mixed	" .15

Quantity prices for the above as follows:
 1/8 oz. 50c 1/4 oz. \$1.00 1 oz. \$3.50

A NEW ASTER OF EXCEPTIONAL MERIT

(Giant Mammoth Paeony Flowered Type)

This Aster is a fine florist strain. The flowers are of immense size, very double, borne on long, stout stems, quite free from laterals. They are good shippers, for they keep longer after cutting than any other Aster.

Swansdown, pure white.....	Package \$.15
Azure Fairy, clear azure blue.....	" .15

Maiden's Blush, delicate flesh.....	" .15
Peach Blossom	" .15

Mixed	" .15
1 package each of four above colors.....	.50

Quantity prices for the above as follows:
 1/8 oz. 50c 1/4 oz. \$1.00 1 oz. \$3.50

NEW CYNOGLOSSUM AMABILIS, IMPROVED

"Chinese Forget-me-not"

This new Cynoglossum resembles Myosotis Alpestris so closely that an expert cannot tell them apart, and it can be brought into flower any time during the year. It will commence to flower seven to eight weeks after sowing and brings a great amount of cut material and should be very valuable for raising on benches in greenhouses during the winter. Color and growth are perfect in every detail.

Sample package 25c Trade package 50c

IMPROVED CREGO ASTER

Plants robust, about two feet high, branching habit. Flowers large, double and well formed, of the Comet type.

Cattleya , orchid, new, fascinating....Package	\$.10
White10
Pink, shell pink.....	.10
Crimson10
Azure Blue10
Deep Rose10
Purple, or dark blue.....	.10
Rose Pink, lavender pink.....	.10
Finest Mixed10

Quantity prices for the above as follows:

1/8 oz. 35c 1/4 oz. 65c 1 oz. \$1.75



OSTRICH FEATHER ASTER

The finest of the giant Comet or Ostrich Feather type. Long petals, twisted and forming a full, fluffy flower. Plants robust in growth, 2 1/2 feet high.

White , turning to sky blue, dwarf....Package	\$.10
Cinnabar , for border work.....	.10
Crimson10
Dark Blue , or purple.....	.10
White10
Deep Rose10
Light Blue10
Rose Pink , lavender pink.....	.10
Shell Pink10
Sky Blue10
Finest Mixed10

Quantity prices for the above as follows:

1/8 oz. 35c 1/4 oz. 65c 1 oz. \$1.75

IMPROVED QUEEN OF THE MARKET

These well-known, early flowering Asters are of a branching habit, about 20 inches high, coming into bloom directly after the early Express and are one of the most useful types for early market purposes, having long stems for cut flowers.

Crimson	Package	\$.15
Dark Blue	"	.15
Flesh Pink	"	.15
Light Blue , or dark lavender.....	"	.15
Deep Rose	"	.15
Scarlet	"	.15
Purple , reddish, new	"	.15
White	"	.15
Mixed	"	.15

Quantity prices for the above as follows:

1/8 oz. 50c 1/4 oz. \$1.00 1 oz. \$3.50

MISCELLANEOUS VARIETIES

PEERLESS YELLOW

Best yellowPackage

\$.10

HEART OF FRANCE, plants about 2 feet high, branching habit, flowers medium size, rich dark redPackage

\$.15

LARKSPUR

Giant Imperial (Improved Upright or Mammoth Column)

The Giant Imperial strain of Larkspur has been so far improved over the old stock-flowered strain that comparison is scarcely possible. The upright habit and close placed basal branched laterals are a great saver of space for greenhouse and garden rows.

Miss California, deep pink on salmon	Package \$.10
Carmine King, deep carmine rose.....	" .10
Exquisite Pink Improved	" .10
Exquisite Rose	" .10
Peach Blossom	" .10
Blue Spire	" .10
Lilac Spire	" .10
White Spire	" .10
Daintiness, delicate lavender.....	" .10
Gloria	" .10
Mixed	" .10

1/2 oz. 50c 1 oz. \$1.00



GIANT IMPERIAL STRAIN OF LARKSPUR

RUST-PROOF SNAPDRAGONS

1935 Novelty

("All Colors Mixed")

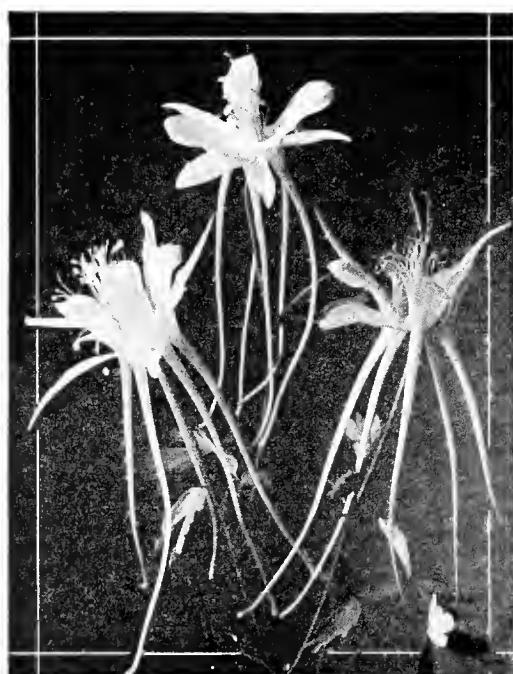
Snapdragons have been badly affected by rust which has killed the plants and made them unsightly. For the past several years several growers have worked on them for rust-resisting qualities and the ones we offer here are fairly rust-proof, that is 75 per cent.

Package 25c 6 Packages \$1.00

COLUMBINE

Long spurred, finest colors, mixed.

Package 25c



AQUILEGIA LONGISSIMA

THE AZTEC BEAN

It is one of the largest beans known. It grows in bush form, just like the Lima Bean, and is perennial in places where it is not too cold or too frosty. It grows like any other bean, but stands a great deal of drought. Its flavor is unexcelled. Dry beans can be cooked just like Lima Beans. It is very prolific, and we recommend anyone who raises beans to give it a trial. Late frost in spring will not kill the young vines.

Package 25c 5 packages \$1.00

COLUMBINE

"Aquilegia Longissima"

A species of Columbine which is very rare so far and perhaps the most unusual in the whole Columbine family. The flowers are yellow and the spurs average four inches in length. Whoever sees it immediately wants some of it. The genuine seeds are very scarce this year. This Columbine will be in great demand during the next few years, so plant all you can to get a good stock of it.

Should we sell out of this seed during the winter we shall be able to fill all orders by May, 1936, as we have a great amount of large plants growing for seed bearing.

Sample package 50c Trade package \$1.00

See color reproduction of this flower on front cover of catalogue.

ZINNIAS

Within the last few years these giant Zinnias have been improved to perfection. No matter how small the garden, it is not complete without these wonderful flowers. In window boxes and large tubs they will give great satisfaction and in good soil will grow perfectly. In fact, they bring splendid results in common soil. They are best suited to a hot place in the full sun. You will be surprised at the gorgeous colors and large size and how little effort it takes to raise them.

Directions for Sowing: Sow them out in a sandy leaf mould soil in pots or boxes. It is best to sow the seeds directly where you want them, about three seeds to the spot, two feet apart. Cover the seeds about one-eighth inch, not more, otherwise they will not come through.

DOUBLE GIANT DAHLIA FLOWERED ZINNIA

LUMINOSA

This is an entirely new shade in Zinnias. A charming shade of bright deep pink, with a light suffusion of salmon. Package \$.15

OLD GOLD

Glowing, burnished deep and lighter shades of old gold. Package \$.15

EXQUISITE

By far the most pleasing of our collection. Truly Dahlia flowered as regards form and size. Color, light rose with center a deep rose. Package \$.15

ORIOLE

We consider this the most beautiful of its class. It is an immense orange and gold bicolor, changing slightly as it ages, but at all times worthy of the beautiful bird for which it is named. Package \$.15

ILLUMINATION

Similar to Exquisite, but a striking self-color of deep rose. Package \$.15

CRIMSON MONARCH

By far the largest and best of the red shades. Flowers often eight inches in diameter. Plants very vigorous. A marvelous production of extraordinary merit. Package \$.15

GOLDEN DAWN

A beautiful golden yellow of immense size and good form. Very attractive. Package \$.15

CANARY BIRD

A delicate shade of primrose, very large and holds its color well until out of bloom. Package \$.15

DREAM

A fine, deep lavender, turning to purple, a new desirable shade in Zinnias. Package \$.15

PURPLE PRINCE

A fine, deep purple, large and well formed. Package \$.15

POLAR BEAR

A very large pure white, the best white yet seen in Zinnias. True Dahlia form. Package \$.15

SPECIAL GOLD MEDAL MIXTURE

A well-blended mixture containing all the above novelties Package \$.15

Quantity prices are as follows:

1/8 oz. 30c 1/4 oz. 50c 1/2 oz. 85c 1 oz. \$1.60

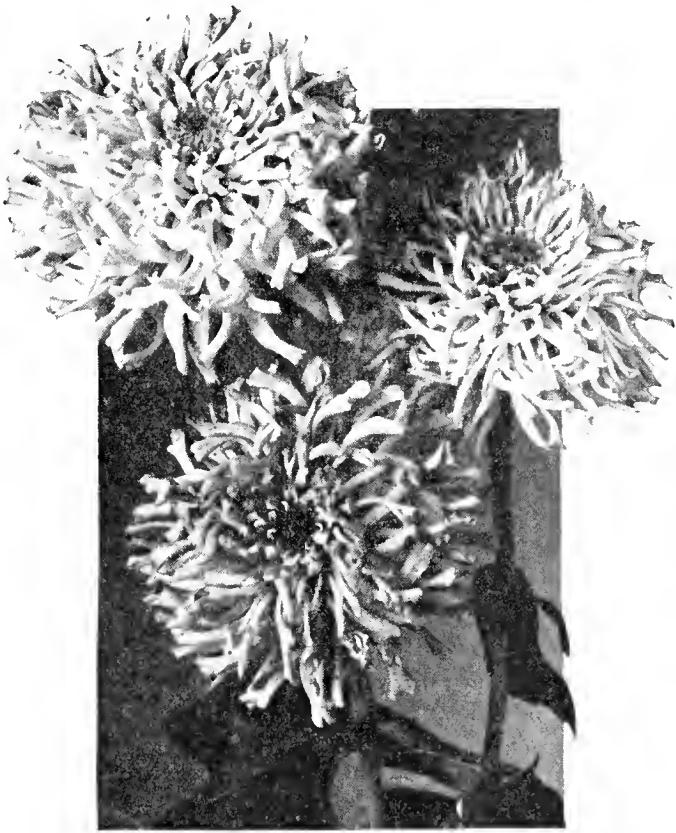
IMPROVED LILLIPUT, POMPONS OR BABY ZINNIAS

Small, double flowers for pots, borders or cut flowers.

Canary Yellow	Package \$.10
Crimson Gem	" .10
Golden Gem	" .10
Rosebud, new, rose pink	" .10
Salmon Rose	" .10
Scarlet Gem, Red Riding Hood	" .10
Flesh	" .10
Purple	" .10
White Gem	" .10
Finest Mixed	" .10

Quantity prices for the above as follows:

1/4 oz. 45c 1/2 oz. 75c 1 oz. \$1.25



NOVELTIES

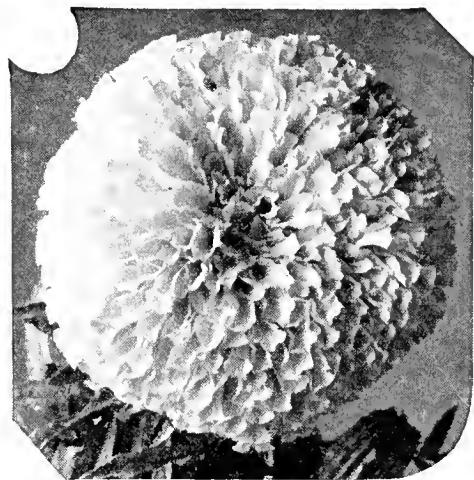
ZINNIA FANTASY, Finest Mixed

Most distinctive and best selling new Zinnia on the market. As different from the ordinary stiff, formal Zinnias as one could imagine. The delicate, lacy-petaled flowers lend an air of friendly informality to the garden or flower arrangement. Ideal for decorative use. Wide color range, including red, yellow and orange as well as pastel shades. Package \$.25



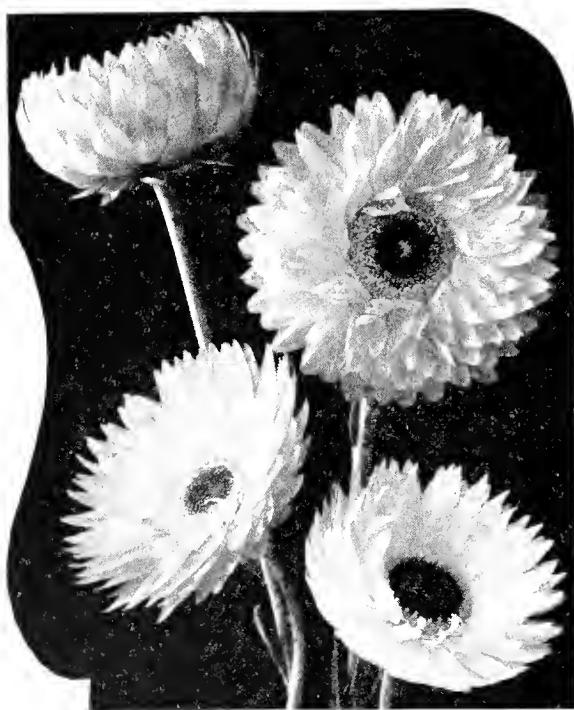
CINERARIA CALIFORNIA SUPER GIANTS (Mixed)
(Hybrida Grandiflora Nana)

The very last word in Cineraria development. Flowers are extremely large, measuring as much as 6 inches across, borne profusely in immense rounded trusses above the very attractive, clean, bold, dark green foliage. From exquisite pastel salmons, azure blue and snowy white to the deepest blood-red and violet blues.....Trade package \$1.00



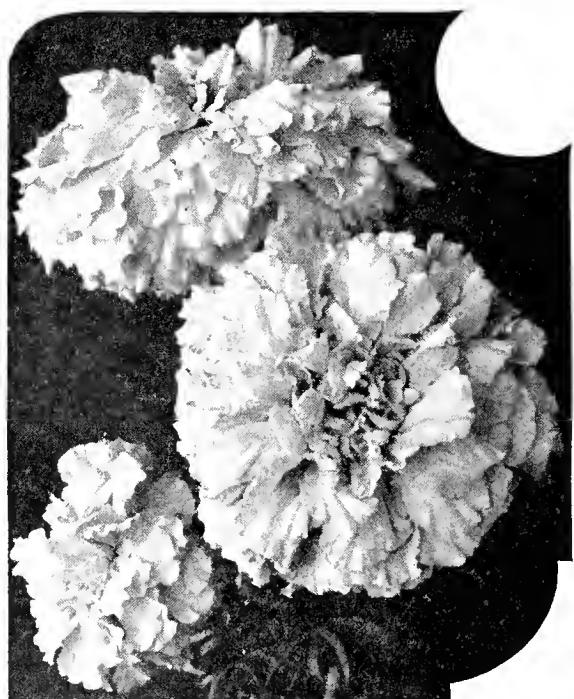
MARIGOLD MEXICAN DWARF ORANGE

Distinctly new and different in flower form. Plants are semi-dwarf in habit, growing 15 to 18 inches high, freely branched and bear quantities of very large, unique semi-tubular petaled flowers of bright orange Package \$.25



ACROCLINIUM NEW LARGE FLOWERED DOUBLE HYBRIDS (Mixed)

Hardy annual everlasting flowers, including salmon, apricot, pink, rose and cerise, white and creamy tones with golden centers. Should be cut the first day they open.....Package \$.10



MARIGOLD—YELLOW SUPREME

The Marigold sensation of the year. Large, fluffy blooms of soft lemon yellow. Mild honey fragrance. Vigorous plants and sure to prove a favorite for garden or cut flowers.....Package \$.25

Providence, R. I., September 22, 1934.

Mr. Richard Diener, Oxnard, Calif.

My dear Mr. Diener: Will you please send me at the earliest moment a copy of your catalog, for I am anxious to obtain a supply of Petunia seeds for next year's garden.

You will be interested to know that the Petunias raised from your seed this year far excelled anything I have ever grown. The blooms were very large and the colors beautiful; they excited the admiration of my neighbors and passersby, who came into the yard many times to see them.

Appreciating the splendid work you are doing in the field of horticulture,

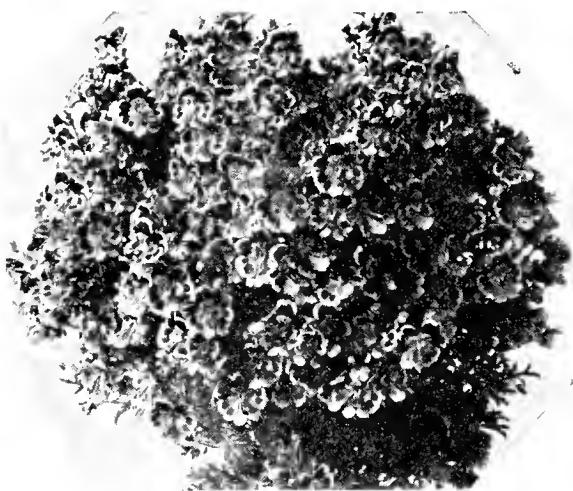
Sincerely yours,
ALBERT L. MIDGLEY.

Detroit, Michigan, Dec. 11, 1933.

Mr. Richard Diener, Oxnard, Calif.

Dear Sir: My sister, Mrs. C. Ruedeck, used your Petunia seeds last year and I never saw such gorgeous blooms. I would like to try some this year.

Yours respectfully,
PAUL S. COX.

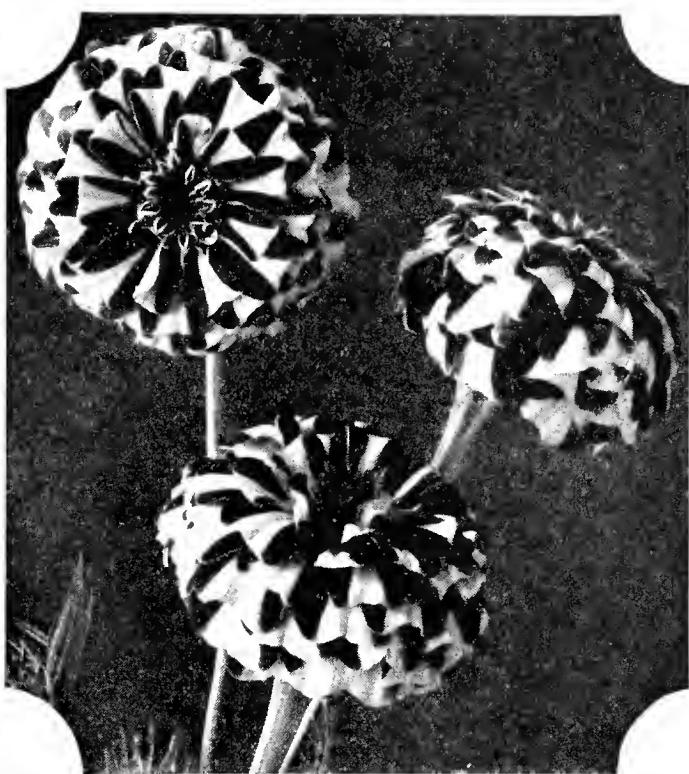


**SCHIZANTHUS EXCELSIOR COMPACTUS
(Finest Mixed)**

Plants are very compact in habit, dwarf growing, about 6 inches high, very free flowering. Colors include pinks, rose, cream, white and some of the darker colors.....Package \$.20

**SCHIZANTHUS GRANDIFLORA BUTTERFLY
MIXTURE**

Either seed sown where the plants are to flower or young plants set out from the seed bed make a fine growth and produce a mass of daintily marked flowers. A strikingly bright mixture with full range of shades and color combinations.....Package \$.20



MARIGOLD FRENCH TALL DOUBLE ROYAL SCOT

Fine for garden or cutting use. One of the most striking color combinations one could wish for. Large, well-formed double flowers. A combination of mahogany and gold in symmetrical stripes.

Package \$.10



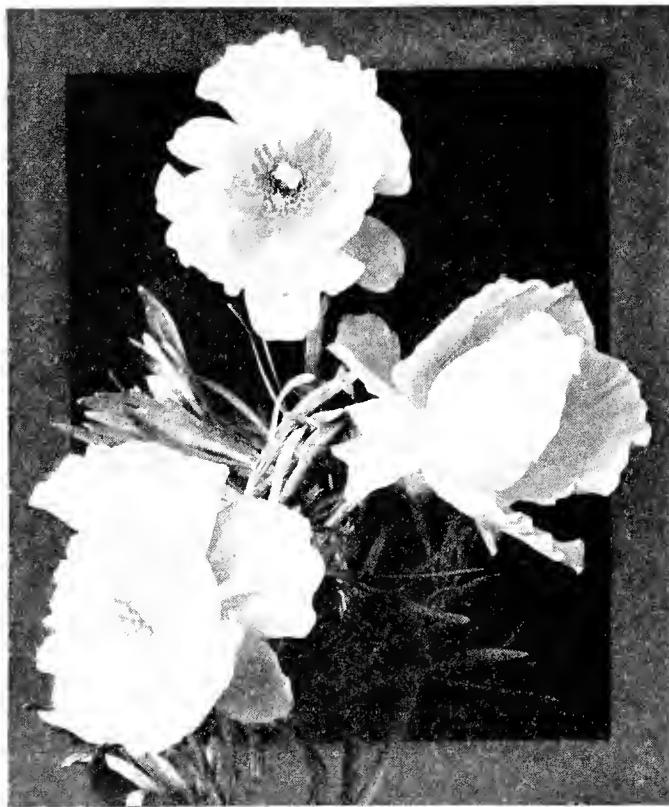
VENIDIUM FASTUOSUM HYBRIDS (Mixed)

South African plant, free flowering, two to three feet tall, and blooms over a long period. Color range is varied and very interesting—apricot shades, creamy white, pure white, salmon shades, canary yellow, golden yellow and orange.....Package \$.20



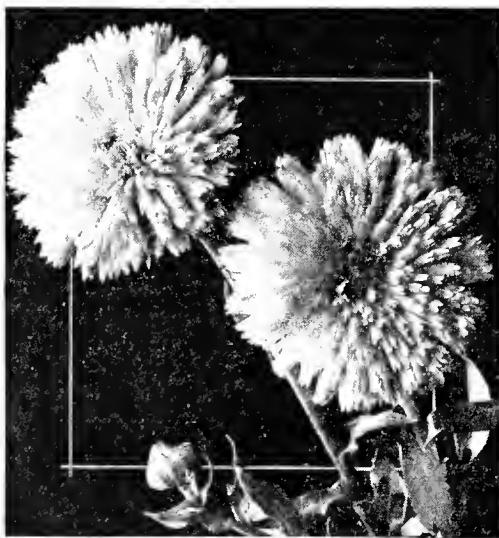
ESCHSCHOLTZIA DOUBLE GOLDEN GLORY

A bi-color combination of golden yellow deepened at the center with orange. Large, fully double flowers and very free-flowering plants. Add zest to your garden with Golden Glory.....Package \$.15



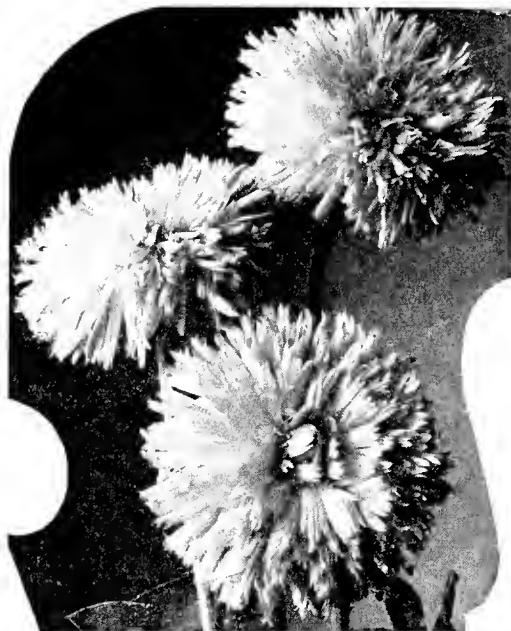
HUNNEMANNIA SEMI-DOUBLE—SUNLITE

Known also as the Mexican Tulip Poppy. Erect-growing, tender perennial, about 2 feet high. Foliage fine-cut, blossoms beautifully cup-shaped, bright yellow and about 3 to 4 inches across. Stems long and smooth. Unlike the average Poppy, Hunnemania will keep for several days in water and makes a splendid cut flower.....Package \$.20



CALENDULA FRILLED BEAUTY

One of the very finest new varieties of Calendula. Completely double, large, full flowers. Good stiff petals which are semi-rounded in appearance. Stems are long and fine for cutting. Deep orange color. You will be entirely satisfied with Frilled BeautyPackage \$.25



CALENDULA ORANGE SHAGGY

Petals long and deeply fringed or laciniated. Row after row of these long fringed petals overlap each other in an irregular fashion. Color is deep orange shading to slightly lighter orange in the center of the bloom, giving the flower a delightful two-tone effect. Long stems and forms plants about 18 inches highPackage \$.20



DIANTHUS LACINIATUS SPLENDENS

Neat and compact in habit, bearing generous quantities of large, sweet-scented single flowers of brilliant crimson with a boldly contrasted glistening white eye. Splendens has but few equals as an edging plant or for use in the very popular miniature bouquets now enjoying such a vogue.

Package \$.15



COREOPSIS GRANDIFLORA DOUBLE—SUNBURST

Much of the beauty of early summer gardens is due to the brilliant golden yellow of Coreopsis plantings. There is nothing that can take its place at that time of the year, when yellows are so scarce. Large, deep golden yellow flowers and excellent for cutting as well as for garden decoration. Flowers are fine keepers.....
Package \$.15

CUCUMBER SEED "SENSATION"

This cucumber has proved to be the most valuable variety for forcing under glass and in hotbeds, as well as for outdoors. In a greenhouse with a temperature of 70 degrees the fruit reaches the length

of 12 inches in one week and is a deep green color. One plant will bring from 270 to 300 perfect fruit in one season. In order to get more fruit from a vine, never allow any of the fruit to ripen on the plant; as soon as they reach their full size, pick immediately.

Package 25c 1 oz. \$7.00

Directions for Planting Cucumbers in Greenhouse.—The best way to raise cucumbers in the greenhouse is to make a ground bed of horse manure three feet high, packed as hard as possible, which has been moistened well when packed. Put over this one foot of good, old rotten manure or hot bed soil with a little sand mixed together with the manure. Then plant one row of young cucumber plants, preferably from 3-inch pots, about four feet apart, two plants to the spot, the two being about six inches apart. (The two plants are planted together so that if something happens to one there is always another plant to fill in the space.) The vines should be run over wide meshed wire netting which should stand 45 degrees. The vines should not be tied so when the manure settles there should be plenty of play. Otherwise the plants would pull out of the soil.

If fresh horse manure is not available, leaf mould with plenty of cow manure mixed will do. It must be at least three feet high in the bed and the temperature never under 70 degrees at night.

CUCUMBER "GERMAN DELICATESS"

One of the best cucumbers for outdoor growing. Has a very small core for seeds and is of fine flavor. Very quick growing and immensely free bearing. Very hardy against disease.

Package 25c 1 oz. \$1.00

VAPORITE

This is a soil insecticide which destroys all insect pests living in the soil, such as wireworms, nematodes, cutworms, etc. Petunias are badly affected by nematodes in many localities, which often kill many of the young plants. Vaporite mixed in the soil, one pound to a cubic yard, will completely destroy them. After mixing, cover the soil with empty sacks and allow it to stand for about three days so the gas which forms will have plenty of time to take effect. After three days it will do no harm to the plants.

Vaporite Your Ground—Insure your flowers and crops against Pest Attack. (\$1,000,000 annual loss in California from wireworms.) **Vaporite** is easy and harmless to handle and will rid your garden or grounds of all forms of soil pests. **Vaporite** is scattered over the soil and forked or raked in. **Vaporite** creates a gas which remains active in the soil for a month. **Vaporite** can be safely used with growing

plants. **Vaporite** is recommended by leading American and English Seedsmen. **Vaporite** has been successfully used in Europe for 30 years and has the largest sale of any insecticide there.

4 lbs. in air-tight screw-top can, \$1.50
(Postage paid in U. S.)

25 lbs. \$5.50 50 lbs. \$10.00 110-lb. keg \$20.90
(f. o. b. Oxnard)

Use one pound to fifty square feet and 330 pounds to an acre outdoors.

Hoopston, Illinois, February 5, 1935.

Mr. Richard Diener, Oxnard, Calif.

Dear Mr. Diener: Your "Ventura" Tomato is all anyone could ask. I had early tomatoes of fine quality. They even fruited all during our terrible drought and took on new life during the autumn rains and produced another heavy crop. They were a fine color, solid, meaty and of excellent quality and proper size. We have never had such fine tomato juice as this winter.

Sincerely,
BYRON FRAME.

TOMATOES

For many years I have been working on tomatoes, crossing all kinds together to derive a large size tomato of an exquisite flavor. I raised hundreds of large-sized varieties, but their fruit was too imperfect, having heavy cores and being rather crippled.

In 1916 I first got what I had in mind, a good, large tomato from a cross of San Jose Canner and Trophy, which is the Diener tomato now and which is now raised, mostly on the coast for canning, on thousands of acres, as it has proved the most satisfactory tomato for canning and for ketchup, as well as tomato juice. One corporation raises over 6000 acres of the Diener tomato.

The Ventura tomato is a smaller tomato of regular market size, weighing from four to eight ounces. It is immensely free bearing, has very solid, perfectly formed fruit, and a very fine flavor. It is the best fungi-resisting tomato yet produced.

Directions for Planting: If you have just a small garden, raise a few tomatoes in small lots. It is best to train them up on eight-foot-high 2-inch stakes. Train just one shoot, cut all side shoots away and tie the main shoot with strong twine. Set the stake at least 2½ to 3 feet in the ground so it will not fall over in heavy rains and wind. Place the stakes about three feet apart. Enrich the soil by fertilizing. Water once a week, but never over the leaves. Keep the leaves and flowers dry, as otherwise the flowers would drop off. Tomatoes should not be planted a second time in the same place until three years have elapsed. By this method you will be able to raise a quantity of fruit of the finest quality. The pepper tomato has a more spicy flavor and many of my customers prefer this variety.

NEW BLIGHT-RESISTING TOMATO

"Ventura" (Diener)

Ventura is the most perfect tomato produced so far, as it is very early. The fruit is as smooth as an apple, having a weight of four to eight ounces. Its flesh is of a fine tomato color and is very solid when ripe, so much so that it keeps solid for several weeks without spoiling or rotting, being immune to fungi. It can be shipped in a ripe condition to very long distances. Ventura has a very delicious taste, it being a seedling of the Diener tomato which is known for its wonderful flavor when canned. It is extremely free bearing. To get the true variety always get the seed direct from me.

Seeds from Cutting raised plants:

Pkg. 50c 1 oz. \$5.00

Seeds from Seedling raised plants:

Pkg. 25c 1 oz. \$1.00 1 lb. \$14.00

DIENER'S YELLOW TOMATO

This is a large, yellow tomato, very early and free bearing. It has a fine, non-acid flavor. If you eat it once, you will want it in your garden every year.

Package 25c

TOMATO COLLECTION

For those who have a small garden and want a few plants of each, I have made a collection of Pepper, Diener, Ventura and Yellow tomatoes and a package of cucumber seeds, each package containing about fifty seeds and each variety labeled in a separate package.

Collection 25c

DIENER'S FORCING TOMATO

For Greenhouses and Frames. An immense free bearing tomato of about four to five ounces, fine red meat and the fruit is very even. There is nothing better in existence today for this purpose.

Trade pkg. 50c 1 oz. \$2.00

THE DIENER TOMATO

"King of All Tomatoes"

This tomato was originated by Richard Diener in 1917 and has proved in every respect far superior to any variety now existing. The size of the first fruit reaches the weight of three pounds, but the average is about one pound. The yield is very heavy.

The flesh is very solid and perfectly filled out, leaving no hollows. For this reason it is very valuable for dehydrating or canning. Canned, this tomato has the finest flavor of any tomato known. It is used in great quantities by California's largest canneries. The flesh is magnificent, dark red and very sweet and free from acid. It produces very few seeds, so is exceptionally fine for catsup and best for tomato juice.

Pkg. 25c Trade pkg. 50c 1 oz. \$1.00
I lb. \$15.00

THE PEPPER TOMATO

(Diener)

A cross between Bell Pepper and Tomato. This tomato should be in every garden. Having the pepper flavor added to the tomato, it has a unique spicy taste, and all who have used them prefer them for tomatoes. It is extra early bearing; never has any deformed fruit; very solid and more egg-shaped than round, and from four to six ounces in weight.

Pkg. 25c Trade pkg. 50c 1 oz. \$1.00
1 lb. \$15.00

Atchison, Kansas, February 6, 1934.
Mr. Richard Diener, Oxnard, Calif.

Dear Sir: We grew 10,000 of your Ventura last year for shipping tomatoes. I was so successful with your Ventura tomato that other local tomato growers want this tomato.

Respectfully,
HILLGOSS GREENHOUSE.

PRACTICAL GARDENING BOOKS

[Written by well-known authorities in a concise and lucid manner,
handsomely printed on good paper, profusely illustrated and attrac-
tively bound in durable covers]

My customer list is increasing by the thousands every year. So many people write every day asking questions concerning many subjects of Floriculture, it is impossible for me to answer all these questions, as the management of my business and the plant breeding work that I carry on takes all of my time, in spite of long hours of work every day. For those looking for such information, I have listed the following books. These books are inexpensive and are written by experts in their lines.

ROSES

By F. F. Rockwell

Tells just what the beginner or average flower lover can do with roses. Varieties are classified according to their uses as garden, climbing, and landscape roses and the part each of these plays in the garden is fully explained with complete directions for rose care and culture, planting, propagation, protection from insects and diseases, and variety lists. 74 illustrations; 88 pages. **\$1.25.**

BOOK OF BULBS

By F. F. Rockwell

With this complete and practical book you can get the utmost in beauty from every kind of bulbous plant. Clearly written by one who knows; illustrated with 187 beautiful photographs and instructive drawings. Includes tulips, daffodils, hyacinths, lilies, crocuses, glads, dahlias, peonies, irises, begonias, and scores of other beautiful but not-so-well-known bulbs. We recommend it as the best and most complete bulb book. 187 illustrations; 264 pages. **\$2.00.**

HORTUS A CONCISE DICTIONARY OF GARDENING

By L. H. and Ethel Z. Bailey

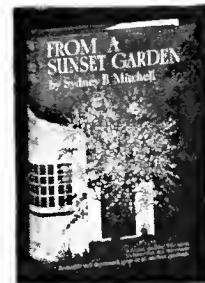
Easy to use, accurate, and nontechnical, this great book comes closer than any other single volume to answering every question about gardening. It includes every kind of ornamental, fruit and vegetable plant grown today with brief and complete information on their uses, cultivation, hardiness, propagation, preferred soil, color, identification, etc. Common names are used throughout, all botanical terms are defined, and the book is so conveniently arranged and compressed that it is marvelously easy to handle. 35 illustrations; 652 pages. **\$5.00.**

FROM A SUNSET GARDEN

Essays for Any Adventurous Gardener

By Sidney B. Mitchell

If you are an adventurous gardener who likes to try new plants, or to experiment with seeds and bulbs and to grow the odd and unusual, you will value and enjoy this new book. Mr. Mitchell knows plants, and his book will help you to enjoy them—particularly the native western sorts which are becoming so popular in all parts of America. Delightfully written, informative, and completely practical and useful. Order this new book for garden success and real enjoyment. 337 pages, illustrated. Postpaid. **\$3.15.**



PERENNIAL GARDENS

By H. S. Orloff

Following the simple directions in this book insures a perennial garden crowded with bloom, in which the colors make a perfectly blended picture. First come plans, showing how to locate and lay out the garden; then clear directions for preparing the soil fertilizing, planting, cultivating, transplanting and propagation. 18 illustrations; 90 pages. **\$1.25.**

GARDEN GUIDE

Each subject by different experts. Information on every phase of gardening pertaining to small or average sized homes. 576 pages, 300 illustrations. Cloth, **\$2.50;** postpaid, **\$2.65.**

Erie, Pennsylvania, November 5, 1934.

Mr. Richard Diener, Oxnard, Calif.

Dear Sir: Your new catalog for 1935 has just been received and is, to my mind, the most comprehensive piece of literature of this type I have ever seen devoted to Petunias, and it certainly will go a long, long ways towards helping any and all who are interested in these beautiful flowers which you specialize in toward placing their orders for seeds of these beautiful flowers.

We obtained most wonderful results in the use of those seeds purchased from you last year, and shall make up our order for the coming year's needs very shortly.

In the meantime may I ask, please, that you mail a copy of this catalog to Mr. R. F. Hoffstetter, P. O. Box 929, Erie, Pa.

I gave him a flat of plants last spring, grown from your seeds, and he was perfectly amazed at the beauty of the flowers obtained from them later in the season, and is now desirous of placing a stock order with you also for his next season's requirements.

Yours very truly,
C. H. HOFFSTETTER.

FROM

Name.....
Street and No.....
Rural Route..... Box No.....
City or Town.....
State.....

PLEASE WRITE NAME AND ADDRESS PLAINLY

PLACE
3 CENT
STAMP
HERE

RICHARD DIENER
PLANT • SEED AND BULB GROWER

OXNARD
CALIFORNIA
U. S. A.

ORDER SHEET

RICHARD DIENER, Oxnard, California, U. S. A.

PLEASE PRINT NAME AND ADDRESS

Date..... 19.....

State amount enclosed.

Post Office Order

Express Money Order

Bank Draft

Cash Notes and Silver

Postage Stamps

Total

RICHARD DIENER gives no warranty, express or implied, as to description, quality, productiveness, or any other matter of any seeds, bulbs or plants sent out, and will not be in any way responsible for the crop other than replace bulbs untrue to name. If the purchaser does not accept the goods on these terms, they are to be returned at once.

KINDLY USE THIS SHEET FOR ORDERING ONLY
WRITE YOUR LETTER ON A SEPARATE SHEET OF PAPER

Amount carried forward

THIS ENVELOPE TO BE USED
FOR ORDERS ONLY

WOMAN'S FLOWER GARDEN

By Jane Leslie Kift

The care and treatment of plants in the home and their cultivation outdoors. 160 pages, 15 illustrations. Cloth, \$1.25; postpaid, \$1.35.

AZALEAS AND CAMELLIAS

By H. H. Hume

Every point about growing both of these shrubs is carefully explained here—soils, time and method of planting, cultivation, mulching, pruning, frost protection, feeding, pot and tub culture, pests and diseases, and propagation. This information holds good for every region where either shrub is grown, indoors or outdoors. 14 illustrations, 90 pages. \$1.50.

PRACTICAL LANDSCAPE GARDENING

By Robert A. Cridland

Tells how to beautify and landscape your own plot of a medium-sized place. 280 pages with 260 illustrations, planting plants and sketches. Cloth, \$2.50; postpaid, \$2.65.

PRACTICAL VEGETABLE CULTURE

By A. E. Wilkinson

The growing of vegetables for home consumption and on the farm for profit. 308 pages with 135 illustrations. Cloth, \$2.00; postpaid, \$2.15.

FLOWERS OF THE WILD

By Frank C. Pellett

Covers most of the common wild flowers suited for cultivation in the Northeastern States and the best of them from the West. 170 pages, 104 illustrations, and 4 color plates. Cloth, \$2.15, postpaid.

BOOK OF SHRUBS

By Alfred C. Hottes

A complete, nontechnical description of the common species with its characters, uses, soil, pruning and propagation. Lists of different shrubs for different purposes. 446 pages, 187 illustrations. Cloth, \$3.00; postpaid, \$3.15.

AMERICAN ALPINES IN THE GARDEN

By Anderson McCully

Hundreds of fine plants from our Pacific Northwest are fast coming into favor with garden makers everywhere. This new book describes and tells how to grow over 500 different kinds and gives full information on making a rock garden and moraine, pool, growing from seed, purchasing, and transplanting. 19 illustrations, 262 pages. \$2.50.

PLANT PROPAGATION

999 Questions Answered

By Alfred C. Hottes

Surely the increasing of plants by seeds, cuttings, divisions and by grafting is one of the most fascinating miracles each of us can perform. Have you often wondered just how to sow various seeds, why some sprout so slowly, how long you can keep seeds, when to sow perennials? How to grow plants from their leaves? How to increase bulbs faster? How to give a piece of a favorite shrub to a neighbor? How to graft fruit trees? These and many other points are fully covered in Plant Propagation. Every step is clearly illustrated and carefully described in terms that are definite but understood by anyone.

238 pages, 5 x 7½; 136 illustrations; jacket in two colors. \$2.00.

WATER GARDENS AND GOLDFISH

By R. V. Sawyer and E. H. Perkins

Contents: Waterlilies on Balcony, Dooryard Water Gardens, Concrete Pools, Pool and Rockery Combinations, Waterlilies, Sacred Lotus, Victorias, Lesser Aquatic Plants, Pond Folks, Cultural Directions, Home Aquarium and Its Management, Popular Varieties of Goldfish, Foods, Diseases and Simple Remedies, Enemies, Breeding, Goldfish in the Garden Pool, Wintering Goldfish, Aquarium Construction.

Full information, from Waterlilies in a tub to a regular-sized pool, coupled with complete information on the care and breeding of Goldfish.

272 pages, 5 x 7½; 126 illustrations; jacket in two colors. \$2.00.

THE ART OF HOME LANDSCAPE

By M. E. Bottomley

Perhaps you are confused about formal and informal design. Perhaps you have wondered how to make a high wall terrace or house appear lower, how to widen the effect of a tall house, how to emphasize a building or how to subordinate it. You may want to know not only how to plant the front of the house but how to develop the yard and garden—the Home Landscape.

You have always wanted to get a working idea of the use of color in the garden. In this book Professor Bottomley has interpreted the principles of landscape gardening. He has made them practical and understandable to the amateur.

The practical end of landscape gardening is by no means overlooked in this book. There is a thorough survey of the field of horticulture—how plants grow, fertilization, pruning, tree surgery, planting and maintenance.

276 pages, 5½ x 8, profusely illustrated. \$3.50.

PLANTING LISTS FOR SOUTHERN CALIFORNIA

By Roland Stewart Hoyt

A handbook of ornamental plants. Describes the many varieties in detail. \$2.00; postpaid, \$2.15.

THE CACTUS BOOK

By Dr. A. D. Houghton

Just select the right kinds and you can grow cacti in any climate and under any conditions, with flowers up to a foot across and sometimes 200 blooms on a single plant. This book tells you which cacti to buy and how to grow them outdoors or indoors; how to raise from seed, hybridize, make cuttings and grafts, and everything else connected with successful cacti growing. 18 illustrations; 145 pages. \$2.25.

OUR NATIVE CACTI

By Ethel Bailey Higgins

Treats of Cacti indigenous to the United States, giving uses, classification, description, habitat, flowering periods, diseases, cultural directions. 182 pages, 94 illustrations, and 4 color plates. Linen cloth, \$2.65.

GARDEN POOLS: LARGE AND SMALL

By Ramsey and Lawrence

Nothing else can add so much to your garden as a pool, even if it is only a transformed wash tub in the tiniest garden space. How to have one is fully explained in this new book. Its text is so complete and its illustrations are so numerous and practical that you can easily find the type of pool that fits in your garden and learn all about designing, planting and caring for it. 41 illustrations; 122 pages. \$2.50.

THE BOOK OF ANNUALS

By Alfred C. Hottes

Over 100 separate genera described with full directions for their culture and uses. 180 pages. 155 illustrations. Cloth, \$1.50; postpaid, \$1.65.

A LITTLE BOOK OF CLIMBING PLANTS

By Alfred C. Hottes

Full information on climbers, ground-covers and creepers. 250 pages, 82 illustrations. Cloth, \$2.00; postpaid, \$2.15.

ALL ABOUT FLOWERING BULBS

By T. A. Weston

Full information on bulbs of all seasons with all essential details for their successful growth. 186 pages, 65 full-page halftones, and 8 color plates. Cloth, \$2.00; postpaid, \$2.15.

MODERN DAHLIA CULTURE

By Wm. H. Waite

. . . the originator of "Jersey's Beauty," and other highly popular Dahlias. 134 pages, 24 halftones, 6 color plates. Cloth, \$1.50; postpaid, \$1.65.

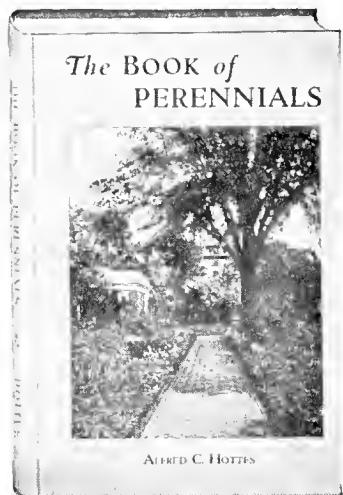
THE BOOK

OF

PERENNIALS

By Alfred C. Hottes

How to successfully grow and enjoy over 146 genera of our most popular and durable of border plants. 280 pages with 103 illustrations. Cloth, \$2.00; postpaid, \$2.15.



BOOK OF TREES

By Alfred C. Hottes

Complete information on all phases of deciduous and coniferous trees. Valuable lists of different trees for different purposes and localities. 448 pages, 180 illustrations, 1932. Cloth, \$3.65, postpaid.

COMMERCIAL FLORICULTURE

By Fritz Bahr

Economic and business conditions for the retail grower with full cultural details under glass and outdoors. 616 pages, 327 illustrations. Cloth, \$5.50.

ROCK GARDEN PRIMER

By Archie Thornton

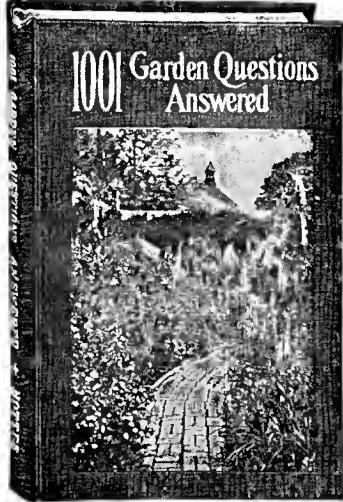
Unusually complete for information on construction. Also gives care and culture. 152 pages, 70 illustrations and 4 color plates. Imitation leather, \$2.00; postpaid, \$2.15.

1001 GARDEN QUESTIONS ANSWERED

"Revised 50%, 1935"

By Alfred C. Hottes

Covers all phases of gardening on the medium-sized place —flowers, fruits, vegetables, trees, shrubs, walks, etc. A veritable encyclopedia. 330 pages. Cloth, \$2.00; postpaid, \$2.15.





PETUNIAS
(NO. 38 DOUBLE RUFFLED
MONSTERS MIXED)

*Richard
Diener*
OXNARD
CALIFORNIA